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## Modern company management methods demonstrated

The soft purring voice in the winter gardens of "Jagdhof" Hotel in Bad Harzburg broke a respectful silence as a man introduced himself saying, "I am chairman of the board of the Federal Republic branch of an international synthetic fibre producing firm, employing 5,000 people and with a turnover of 8,000 million Marks."

His neighbour with equal self-assurance announced that he was a self-employed producer of building materials, with a turnover of 125 million Marks.

Professor Reinhard Höhn, head of the Academy for Economic Leaders, listens calmly as a series of men present themselves. He is used to industrial leaders coming and going in his presence. This is the 207th managers training conference and when the roughly 70 participants who have spent two and a half days on the well-upholstered seats of the Academy have left the next 80 managers are already waiting to place their 490 Marks on the table and receive their training in personnel leadership on the Harzburg model.

The Harzburg model is Höhn's invention. He was disturbed that this country's industry was being run by anachronistic methods. Modern factories were no more modern than those in the days of Bismarck.

From the highest ranks to the humblest office boy they were authoritarian.

Höhn's Harzburg model was designed to

change all that. He outlines it in this simplified form: "No longer would a superior in the firm decide how the people below him should operate but the ordinary workers in the firm are to a certain extent independent within their own sphere. The superiors would not take decisions within this sphere but would limit himself to stating the aims and maintaining coordination."

Professor Höhn has set out his scheme in his 384-page brochure for industrialists. Extracts from this form the teaching material in Bad Harzburg. Company managers have to do their swotting just as at school. The course consists of a basic training period and three supplementary training periods, each of two and a half days duration.

Höhn began in 1956 with company senior partners and "middle management" (coming between senior partners and department heads).

In 1962 the scheme was extended to include company managers since it had been proved that the Harzburg model was most effective when it was practised from the very topmost position in a firm to the most junior position.

In the first year that managers were admitted only 32 took the course. By 1963 almost twenty times as many — 600. The number has continued to grow: in 1968 the number had risen to 2,180, this year 3,000.



Professor Höhn has an attentive audience at Bad Harzburg (Photo: Herbert Ahrens)

So far 10,000 company managers have equipped themselves for their job with a course at the Jagdhof. In all 120,000 members of industrial companies of all ranks have passed through the lecture rooms at the Academy.

Added to this the Academy is training the top men of the future, junior managers. Twice a year they are given a ten-week course on company leadership. The fees are 3,900 Marks for tuition and at least as much again for board.

One of the first firms to use the Harzburg model was the Beate Uhse sex purveyors in Flensburg. They were followed by Karstadt stores, Rheinwoll, Seidensticker of Bielefeld and the König brewery among others.

Some Swiss and Austrian firms are following the Harzburg model. At the moment about 100 Federal Republic firms are converting to the system.

In the autumn of 1968 Höhn introduces electronic data processing (EDP). Since then 682 managers have been introduced to the mysteries of EDP. Two thirds of the places on the 1970 EDP course have already been accounted for.

When the round of talks among the men are threatening to become rather tiring Höhn brings in his attractive secretary and demonstrates with her in a cleverly scripted sketch a lesson on how the manager should take care of his secretary.

(Hannoversche Presse, 13 December 1969)

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

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## The German Tribune

A WEEKLY REVIEW OF THE GERMAN PRESS

C 20725 C

Hamburg, 20 January 1970  
Ninth Year - No. 406 - By air

## Biafra War's end presents world with gigantic aid problem



Two and a half years after its outbreak the civil war between Nigeria and its secessionist Eastern region seems to be nearing its end. The exact number of human lives this gory conflict has cost will probably never be known, but on both sides the number of women and children and old men who have died of hunger in the inaccessible battle zones on the River Niger will far exceed the number of soldiers killed in action.

The summer of 1967 when the Eastern region seceded from the Federation of Nigeria and proclaimed itself the Republic of Biafra about twelve million people, more than eight million of them Ibos, lived in the country.

By the end of 1968 the area controlled by Biafra had been reduced to a bare third of the original territory and the world has since been reduced to conjecture as to how many people still live in the military pocket, cut off from the rest of the world. According to impartial estimates four to five million people were still alive at the beginning of 1969.

Over the next few months the entire world will, with the end of the war, be

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President Pompidou, who has broken the General's spell as far as he himself is concerned, has imaginative, flexible ideas of his own but must pay due respect to the forthright Gaullists without whose support he cannot govern.

The General's successor may have called a halt to the heroic epoch of the Great Man but memories and the legend accompany him as he takes new directions.

He has to pay homage to both from time to time in order to have a free hand to pursue policies of his own.

government had agreed, even though its decision unquestionably cost countless lives.

The cessation of Red Cross flights in summer 1969 may now spell salvation for survivors in the battle zone. Tens of thousands of tons of foodstuffs are in storage around Nigeria, and long ago IRC and Unicef realised that the climax of the starvation catastrophe was bound to come in the final days of the war.

The longer hostilities lasted, the more people would be solely dependent on outside aid. Up till last summer the various relief organisations provided an estimated million and a half people on both sides of the front with basic foodstuffs.

In the next few days the number of people needing help will probably increase to four to six million. Providing relief amid the destruction of the battle zones before they die of starvation despite the end of the war will be an almost superhuman task. Transport possibilities are extremely limited and the starving masses live in panic-stricken fear of the victors' revenge.

In view of the imminent catastrophe there is little point in looking for guilty parties. Up till the last moment the Biafran leaders have refused to enter into negotiations with Nigeria except on the basis of the non-existence of the old federation — a condition Nigeria for its part has always rejected.

In his New Year's address General Ojukwu assured Biafra and the world that Nigeria was no nearer victory at the end of 1969 than it had been at the beginning

of the year. Like so many front-line reports this was not strictly true. The hatred to which the war has given rise on both sides will make it difficult to reach reasonable peace terms. The Federal government must prove in the next few days that it is serious about its continual assurances that war is not being waged against the Ibo people but against the Ibo leaders' decision to secede.

Li-General Gowon's Lagos government must now at all costs do two things. It must, for one, ensure that Federal troops do not march as merciless avengers through what remains of Biafra.

It must also allow all international relief organisations to combat the imminent mass starvation in the ex-war zone without let or hindrance. Were Lagos to persist in maintaining that it can carry out relief work under its own steam disaster would be inevitable. Even the Nigerians realise that this task would far overtax their resources.

Werner Holzer  
(Frankfurter Rundschau, 12 January 1970)



Governments form the world over have responded generously to the dire situation created by the grim Biafran War. The Bonn government has made an emergency shipment of 3,000 tons of wheat to alleviate starvation conditions. Organisations and the general public have contributed wholeheartedly toward appeals to aid Biafra — students are here collecting in the heart of Berlin.

(Photo: dpa)

## France's empty chair at WEU causes hue and cry

General de Gaulle, who still exercises a certain influence on many of his supporters from his Lorraine retreat, is looking over M. Pompidou's shoulder.

President Pompidou, who has broken the General's spell as far as he himself is concerned, has imaginative, flexible ideas of his own but must pay due respect to the forthright Gaullists without whose support he cannot govern.

The General's successor may have called a halt to the heroic epoch of the Great Man but memories and the legend accompany him as he takes new directions.

He has to pay homage to both from time to time in order to have a free hand to pursue policies of his own.

This is the background to France's renewed boycott of the Western European Union, a policy that came as an immense disappointment to Belgian For-

eign Minister Pierre Harmel, WEU Council chairman.

M. Harmel, a man of undisputed integrity who is held in high regard by opposite numbers in neighbouring countries, had taken endless trouble over France.

He tried every conceivable way of making it easier for the French government to forgo its empty chair policy in the WEU, but in vain, making the present WEU Ministerial Council session pointless.

It was to have been the meeting at which the Six and Britain came together again, but the Six, on whom France turned its back last February in order to prevent inroads into its full political sovereignty as understood by de Gaulle, have again been left in the lurch.

They will gloomily have to wait. How long? No one knows. Until orthodox

Gaullists have more or less overcome the shock of President Pompidou having agreed at The Hague summit to the beginning of Common Market entry talks with Britain? Until M. Pompidou can risk another step forward.

Foreign Minister Schumann has not deprived honest broker Harmel of all hope, but he is taking his time, leaving everything open. France will return to the WEU fold, but it will take time. Tactics have the upper hand at the moment.

The same goes for the protest Paris lodged following the invitation by an EEC Commission member to take part in WEU economic talks. The ensuing diplomatic hue and cry bears no relation to the occasion.

Basically the French Foreign Minister wished only to demonstrate the continuity of Paris's policy on European integration. The subjects due to be discussed at the WEU meeting were, moreover, immaterial at this juncture.

What matters is that the WEU as a political consultative association be utilised to ease and maybe shorten the waiting period that has been imposed on Britain.

(Frankfurter Allgemeine Zeitung für Deutschland, 10 January 1970)

## FOREIGN AFFAIRS

## Washington flirts coquettishly with Peking

GRATIFYING PROGRESS IN U.S.-RED CHINA RELATIONS

By all appearances American policy towards China, thus far so sterile and one-sidedly hostile, is taking a new turn. If not immediately, then in the course of the years to come, this remarkable development is likely to bring about a complete change in great power politics. Were the Nixon administration actually to succeed in building a fairly secure if not, to begin with, particularly wide bridge to Peking and Peking for its part were to respond ever so slightly favourably to Washington's tempting offers, the point would doubtless have been reached at which the emphasis of the entire politico-military world picture would change.

Washington's motives for a serious attempt at cautious but unmistakable rapprochement are many, but the partial lifting of the total economic blockade strictly maintained against Mao Tse-tung's China for the past twenty years is not a gesture that can be dismissed with a shrug.

Penetration of the blockade is, of course, extremely limited. It mainly amounts to permission for overseas subsidiaries of American firms to export non-military goods to China and resell Chinese products on foreign markets.

In addition American tourists will in future be able to purchase and bring back unlimited amounts of Chinese products for personal use.

This does not, of course, represent a decisive turning-point in relations between the two countries but it is a significant pointer to the shape of things to come.

To complete the transformation official sources in Washington have recently hinted that provided the present situation

continues to develop favourably the United States will be voting for Chinese membership of the United Nations this autumn.

This leaves the future of Taiwan China an open question but with Washington determined to maintain a pragmatic attitude towards solving the world's problems the US view is that as far as a new and positive China policy is concerned only one step forward can be taken at a time and decisions must be made as the occasion warrants. First and foremost a bridgehead must be established.

It seems to have been a success. Contrary to previous occasions Peking has responded to Washington's cautious inroads into its own blockade not with a tirade of curses and denunciation but with extremely significant silence.

Silence is as good as approval and even though Mao may not be prepared to approve Nixon's move with the slightest nod for the head evidently avoided rejecting it.

This may be due to discussions between American and Pakistani diplomats in Islamabad on October prior to the announcement that certain provisions of the blockade were to be lifted.

These talks dealt mainly with the possibility of a thaw in relations between Washington and Peking, Pakistan for some time having acted as an unofficial mediator with both aptitude and discretion.

At the beginning of December President Nixon also had a confidential talk with Deputy Foreign Minister Macovescu of Rumania who made an unpublished lightning trip to Washington for the purpose.

This talk, too, informed sources claim,

centred around the China problem. The ground may well have been carefully prepared by both sides.

Washington seems to be well aware of the fact that an attempt at serious rapprochement with China at this juncture represents a danger to the unquestionably better relations between the United States and the Soviet Union.

American industry is doing its best to convince the government that the People's Republic of China must at long last be opened to trade but the political problems involved in any such move are tricky indeed.

Might not the present good relations with Moscow sustain catastrophic damage in the wake of a flirt with Peking that is by no means intended to be a fleeting affair?

At all events, semi-official sources in Washington emphasise, suspicion that the United States intends to utilise the tense relations between the Soviet Union and China to play the one off against the other must be avoided.

The State Department and the White House even stress that President Nixon's foreign policy is, in the final analysis, aimed at establishing a three-sided political link between Moscow, Peking and Washington so as to safeguard the balance of power between the three superpowers and genuinely secure world peace.

In other words, the Americans target is a strategic and political ménage à trois. It is not a bad idea but Moscow will have the final say as to the direction US-Chinese relations are to take. Washington is frankly hoping that the Soviet Union, which is also on the lookout for a new modus vivendi with its Chinese neighbours, will appreciate Washington's mo-

tives in pursuing a policy of détente towards Peking and maybe even support it.

The sudden official importance that is attached to the fact that although China supports Hanoi is has taken good care not to send troops to North Vietnam and take an active part in the conflict is characteristic of the new climate in Washington.

Whatever the situation is and whatever reasons have led to the change, America's new line on China will, provided it is followed by other steps, represent gratifying progress not only for the two countries concerned but also for the cause of world peace.

Heinz Pol  
(Frankfurter Rundschau, 6 January 1970)

Budapest woes  
Bonn

Another approach has been made to Bonn by an Eastern Bloc country. Hungarian Foreign Minister János Peter has declared that Budapest is prepared to improve and extend relations with this country, there being many possibilities, particularly in the economic sphere.

Hungary's readiness is not entirely new. In recent years high-ranking Hungarian party and government officials have repeatedly intimated that relations with the Federal Republic are a matter of concern to them.

Even so, the present declaration does contain a number of new aspects. It is clear, for one, that the countries of Eastern Europe are increasingly coming into their own.

Trade talks between Bonn and Budapest begin next month and there can be no doubt from Foreign Minister Peter's statement that Hungary would like them to be a success.

The Hungarian Foreign Minister's comments also bear witness to a fair degree of flexibility on the German Question. The Minister stated that he did not want to stipulate conditions that must be fulfilled prior to the establishment of diplomatic relations, though he did, of course, advocate agreement between the Federal Republic and GDR.

Hungary is undoubtedly under treaty obligation to take this stand but would evidently like to reduce the compulsion to a minimum.

(Handelsblatt, 7 January 1970)

## The German Tribune

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Dietrich Cycon  
(DIE WELT, 5 January 1970)

## POLITICS

## FDP seeks to be liberal and true to itself

By means of his highly personal interview battle the former Free Democrat party chairman, Erich Mende, has made his party a talking point not only at the wrong time but in the wrong manner as well.

His actions and words have done neither the FDP nor himself a good turn. Hidden threats to find a new type of organisation favouring "the old Liberalism" and compiling a catalogue of generalities, which could have been countersigned just as easily by Franz Josef Strauss as by Walter Scheel, are not the way to win back the face which it is claimed the party has lost nor a satisfactory method of recapturing lost voters.

Having ascertained this does not necessarily imply that the internal discussions and arguments in the FDP are being underestimated. Chairman of the state parties Hermann Müller said: "At this party conference there is no room for fighting over the future course of the party." But the FDP cannot skate round the vital discussions over the paths they are to take in the future.

Although the leaders of the FDP may find it hard to swallow it is up to them to bestow more awareness on the party than in the past. The Free Democrats must avoid giving the impression that they are making efforts to compile an inventory following the elections and preceding the new legislative period. Erich Mende with his long years of experience would have been able to play an important part in this inventory.

Even the more conservative members of the Free Democrat party in the various Federal state committees are standing staring in blank amazement at the debris brought about members' remarks.

Without doubt the internal party difficulties being experienced by the Free Democrats are not just peripheral. FDP member Rolf Dahrendorf has stated with-

out beating about the bush where he considers the search for the cause of these difficulties should begin. He claims that representatives of modern Liberalism in the FDP have doubtless reached the aims of their constitutional policies but the aims they set themselves in party political spheres have fallen on stony ground.

Disappointment about the results of the elections which brought the FDP only 5.8 per cent of the votes should not be transformed into doubts about the route the party has taken.

At the moment the Free Democrats find their party in the extreme throes of mal de siècle. Before the usual period of grace for new government has run out the Free Democrats must justify their aims by bringing success to the so-called Small Coalition.

If the party does not achieve this it will enter into the fray of five provincial assembly elections scheduled for 1970 unarmed and without armour. These elections may well be not only the crunch for the FDP but also in the long run for the SPD/FDP coalition government.

Erich Mende's tales of woe about the demise of Liberalism is even more out of place when it is taken into consideration that never before in the history of the FDP has the party been more Liberal than at the last election and during the formation of the present coalition government with the Social Democrats.

The minnow has been able to avoid the one thing for which the big political fish have often been reproached. It would not let itself be seduced by the shims and fancies of the electorate and researchers into political and economic trends, but tried - and with some measure of success - to push through the political and constitutional ideals in which it basically believed.

It has achieved a great deal from seemingly hopeless opposition. First of all



From left to right: ex-party chairman Erich Mende, honorary party chairman Reinhold Mäler, Free Democrat Party chairman Walter Scheel and Willi Weyer, North Rhine-Westphalia party chairman at the party conference in Stuttgart. (Photo: dpa)

## FDP DATA

Number of members: Exact figure unknown since detailed records are only just being compiled. Reliable sources within the party estimate membership at between 78,000 and 82,000. Despite alarming rumours that vast numbers are deserting the ship, these figures are exceeded by new members.

Organisation of the party: Eleven Federal state organisations with Berlin. The smallest organisational unit is the district office of which there are about 650.

Party executives: Consists of nine members: Scheel, Mischnick, Genscher, Moersch, Schatzmeister Rubin, Liselotte Funcke, Dr Hermann Müller (chairman of the party's Baden-Württemberg branch), von Kühmann-Stumm and Senator Hoppe from Berlin.

Hans Schuster  
(Süddeutsche Zeitung, 7 January 1970)

Kiesinger places too much hope  
on Free Democrats

Opposition, whose duty must on the contrary be to empower the government to concentrate on the most pressing problems, educational policy, reorganisation of development and agricultural restructuring.

The richest field for the Opposition would have been in the areas where the Small Coalition had already lost its initial élan. Education Minister Leussink is running the danger of going adrift and ending up on the sandbanks. This cannot be met with arch cunning. It is the Opposition's task to set the priorities which may escape the attention of the government when it is bargaining with interested parties.

The Opposition's problem is certainly deeper rooted. In Mainz Kurt Georg Kiesinger was elected party leader for two years since the Christian Democrats want to reward him for the way he had distinguished himself in the election campaign. For Kiesinger this was an honour yet the position could only be looked upon as honorary. Any far-sighted party member in Mainz could have seen that there will never again be a chance for Kiesinger to put up for Federal Chancellor with any hope of success.

Talk of a Kiesinger-Mende government would undoubtedly mean an overwhelming victory for the Social Democrats! Kiesinger was the right man for the Grand

Coalition. He was the compensating factor needed at the time. Opposition duties are of a completely different nature.

Nevertheless the CDU/CSU has made the same mistakes as when it nominated Ludwig Erhard as Adenauer's successor in 1963. At the time Erhard was selected in the short-sighted hope that he would lead the union parties from victory to victory. At this time the rivals, Barzel, Stoltenberg and Kohl could not unite themselves in the short time at their disposal. (When will they be able to do so?) Thus the CDU/CSU took the line of least resistance.

The next general election will not be won and lost in 1973 but rather in the years preceding.

For this reason the Opposition has a crying and immediate need for a man who can build up a team which is modern and ready to spring into action, a man who sets his greatest qualities against the most difficult problems, a man who is not deluded into thinking that great things can be achieved with smart words. What is needed is a hard worker, someone who is free from bathos, which is unsuitable for his position, which falls to impress but simply seems out of place.

This problem is current for each member of the CDU but seems to be treated as if it were taboo. It is only discussed in a behind hand manner. What use is this to

anyone? Without doubt the question of leadership is only one extract from the manifold aspects of how the CDU/CSU will find a new way of presenting itself to the public in a modern method free from opportunism and how it is to gain a lead over other parties on the really important questions of the day.

But at a time when politics the world over are being put on a personal plane the question of leadership must arise at the opportune moment. Otherwise it will never be solved and the opportunity possessed by such a strong opposition party will go to waste.

The main reason why the CDU/CSU should not from their own point of view aim to topple Brandt too quickly is that they must allow the Chancellor to take full responsibility for the after-effects of revaluation of the Mark and those aspects of his Eastern Bloc policy which will remain unfulfilled.

Neither revaluation of the Mark nor eager activity on the Eastern Bloc front are wrong but in both cases erroneous ways have been chosen. Revaluation became a dogma which could not prevent rising prices. With regard to Eastern Bloc policy the illusory idea was fostered that a show of good will would lead to a bearable compromise with the other side.

This idea is not based on a sharp analysis of Eastern Bloc powers but on the belief that the same policy of embarrassing which the SPD employed on the domestic front and with which it gained a breakthrough would also lead to a success in foreign policy. But Brezhnev is

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Rudolf Augstein

In a modernisation programme two large newspaper publishers in this country announced on the same day at the end of last year essential changes in their structure for the seventies.

Rudolf Augstein, publisher of the weekly *Der Spiegel*, brought forward his firm's annual meeting originally planned for 5 January to discuss proposals to share fifty per cent of the profits and to grant all collaborators co-ownership in the firm in future.

Augstein thus outdid, as far as time was concerned, fellow publisher Axel Cäsar

## Kiesinger and FDP

Continued from page 3

not Ehard, Gomulka is not Kiesinger and Ulbricht is nothing of the kind.

For the first time in its history the Social Democrats find themselves confronted by the most hard-boiled power politicians of our age, for whom every premature concession — such as the two parts of Germany mentioned in the statement of government policy — is just a stepping stone for further demands.

Willy Brandt has been carried along on the wave of feeling in the nation that it is high time to reach a settlement with the East. Who would not wish for this? This gave Brandt wings but also led him astray so that he did not see clearly with whom he was dealing. It seems that the idea of the evil of the Communists, which prevailed in the fifties has turned to a naive belief that they have given up their plan to turn central Europe into a Communist stronghold.

On this score the Opposition, despite all its criticism, lacks decisiveness as in its economic and finance policies. A large number of people in this country believe that power politics are a thing of the past or confined to the Western world and the CDU/CSU are confining themselves to criticism of details. Sharp dividing-lines are rarely drawn and the essential aspects are blurred as in the days of the Grand Coalition.

Willy Brandt seeks for success in the very sphere where he would see, if he would size up the qualities of his opponents carefully, that it cannot be achieved, except by capitulation step by step. Here the Opposition must stride in confidently and have a decisive effect.

But has the Opposition taken up this position? Is it swimming with the current? Is it losing itself in tactical matters while the fate of the whole Western world is in the balance?

Everything goes to show that the Opposition's hour has not yet struck, particularly since it has not carefully prepared itself.

Giselher Wirsing

(CHRIST UND WELT, 9 January 1970)

## NEWSPAPERS

# Press giants introduce reforms

Springer who immediately cancelled his planned date of 2 January and, like Augstein, announced plans for his publishing house in the old year.

All his companies are to be organised into a joint-stock company. The firm will then be better equipped for a private television service, a hope that has always been cherished by those in Springer House.

Materially too Augstein could claim greater importance for his attempt to answer the ever more urgent request for new organisational forms in this country's press undertakings.

From New Year's Day all the staff — from the chief editor to the assistant cook, as director Becker said — will share fifty per cent of the profits of the news magazine. The turnover for 1969, with 1.1 million copies printed for every issue, reached around 130 million Marks. The dividends, to be calculated for the first time at the end of 1970, will, according to Augstein's proposal, flow into the coffers of an organisation that is still to be set up and will be legally independent of the publishing house and be administered by the staff.

This organisation will use the profits it learns to give certain payments to workers with a long record of service at the firm when they reach a retiring age varying from person to person or leave for other reasons. The staff organisation itself will discuss how high these payments are to be.

Opposing Augstein's plan for fifty per cent co-ownership of employees in the firm are commitments he has towards his former partner Richard Gruner. As the newspaper world puts it, Rudi still has debts to pay. It was not until 1969 that Augstein could eventually separate himself from Gruner after a long struggle. He took over his share of the business for a sum of more than forty million Marks, to be paid in instalments by 1976.

With Gruner's full agreement Augstein will put his proposal into practice by transferring shares to the staff organisation which will have fifty per cent participation in the publishing firm in this way by 1980 at the latest.

Within the next few weeks details of the redistribution of profits and owner-

ship relationships and, for example, the enormous complications in tax law will be discussed by Augstein and a commission consisting of seven members elected from the staff.

The change of the Springer concern into a joint-stock company appears in a completely different light. The head of the concern has further consolidated his practically unlimited absolute power. He remains the sole shareholder and will also be chairman of the controlling council of the joint-stock company formed of all the former Springer firms "Axel Springer & Son", "Hammerich & Lesser", "Ullstein Publishing Company Limited", the book publishers "Ullstein Limited" as well as "Die Welt Publishing Company Limited".

Karl Andreas Voss leaves his post as partner with limited liability in the two firms of "Axel Springer & Son" and "Hammerich & Lesser" to become, together with Christian Kracht, deputy chairman in the controlling council of the new joint-stock company from which all Springer publications will appear in future.

These are the television magazines *Hör Zu* (with a circulation of 3.87 million) and *Funkuhr* (one million) as well as the dailies *Hamburger Abendblatt* (291,000), *Die Welt* (231,000), *Berliner Morgenpost* (216,000), *BZ* (317,000) and *Bild* with a total turnover of 4,038 million copies. Furthermore there are the Sunday editions of *Die Welt* and *Bild* with a circulation of 277,000 and 2.46 million copies respectively.

The powerful interests of the concern in altering the organisational structure must have been touched upon no more than superficially in the announcement put out by the publishers. Readers of *Bild* for instance witnessed the most awful communal style: "The Axel Springer publishing house hereby gives notice that..."

This communique kept facts very general. It stated that with the change into a joint-stock company Axel Springer was taking into account the fact that his enterprises had reached proportions that justified broader responsibility and further disclosure of what was happening within the firm.

More concrete conclusions can be made

## Speculations on the new Springer joint-stock company

television programme formed at home and belonging to the family.

The beginnings have already been made. Video recorders — similar to tape recorders but capable of recording and reproducing television pictures as well as sound — already cost less than two thousand Marks. One of the new Springer activities could be the production of ready-to-play programmes, both educational and entertainment, for this sort of equipment.

But this is not all. Independent television has long been Springer's hobby-horse. Efforts to get the joint-stock company participating in film companies and production studios must be interpreted as a further step in this direction.

Rumour and speculation has spread since newspapers and radio and television stations announced the formation of the



Axel Springer

(Photos: dpa)

from the statement that the legal form of a joint-stock company would provide a guarantee for the accomplishment of new tasks "while securing continuity in the firm".

According to the communique Springer considers these tasks to consist in unbroken persistence "especially in the sphere of audio-visual media".

It goes on to say that the company will secure for itself as soon as possible a controlling interest in production studios and film companies. This will allow the firm extensive participation in film production for television and tele-cassettes.

The announcement of additional expenditure on the firm's employees lacks all reforming zeal. It appears to be more of a friendly extra to the alteration of the organisational structure on the threshold of the seventies.

The reorganised joint-stock company is allowing its employees additional old-age welfare over and above social welfare payments demanded by law and sums from the press welfare work. To this end the firm is putting forward five to six million Marks a year.

The publishing house tried to produce a better impression of this offer with the staff by pointing out that this latest award would raise the firm's commitment towards its employees to a net value corresponding at the present to eighty million Marks.

Sebastian Koch

(Münchener Merkur, 2 January 1970)

Axel Springer joint-stock company. The only fact however is that a joint-stock company has completely different opportunities from a group of limited companies when it comes to the raising of capital. Up till now Springer directed his concerns under this legal form.

It is true Axel Springer is sole shareholder of the new company. But that could alter. The new legal form means that partners contributing capital to the firm could participate in the running of the joint-stock company.

But there is room for one more piece of speculation here. If Springer sells 49 per cent of his shares to interest groups he retains the 51 per cent and still has control over decisions involving the remaining running of the enterprise. But he could theoretically almost double the capital in this way.

In a country where the terms money and power are linked a development of this type — though this is, as has already been said, speculative — could mean that the newspaper czar of Hamburg is on the way to enlarging his empire again.

Hans-J. Hergesell

(Hannoversche Presse, 3 January 1970)

## CENTREPIECE

# Foreign Office celebrates its centenary

One hundred years ago on 4 January 1870 King William of Prussia, who was later to become Kaiser, as President of the North German Confederation changed the Prussian Ministry of Foreign Affairs into a Federal organ and gave it the designation "Foreign Office", after the British model. This term has survived subsequent political vicissitudes.

Foreign Office history is a particularly penetrating and, in part, painful reflection of the fate of Germany throughout the last century with all its ups and downs, its splendour and its misery.

In a report to the King, Bismarck based the choice of the name "Foreign Office", not only on the shortness of the expression but also on constitutional considerations.

In reality however Bismarck did not only want to satisfy the federated German princes' need for prestige. His prime aim was to oppose the hurtful arrogance with which Napoleon III had ignored the international existence of the North German Confederation. This step also showed up the lack of an official designation of the King of Prussia as sovereign of the North German Confederation. The Kaiser Question was automatically discussed once again not only by the German public but also on an international level.

When the German Empire was proclaimed a year later the official designation "Foreign Office" was retained because under the constitution foreign affairs were within the sphere of the Chancellor. No ministry was set up.

This took account of the fact that, in spite of the constitution transferring to the Kaiser all rights of representation, the individual states were quietly allowed to send legations abroad, even though there was no detailed settlement of this. The only state to which this right was expressly given was Bavaria. This was written into the final protocol to the Versailles Treaty of November 1870.

Wilhelmstrasse, the street in Berlin where the Office was situated, then became a synonym in international parlance for the German foreign service.

After the revolution of 1918, but significantly before the Weimar Constitution was passed, the question of designation arose once again. Although the former offices were renamed ministries President Ebert decided as early as March 1919 in a decree concerning the establishment of the highest offices in the Reich that the sphere administered by the Reichminister for Foreign Affairs would continue to be called the Foreign Office.

This decision was made with the consent of Count Brockdorff-Rantzau who was appointed the first Minister for Foreign Affairs in the Weimar Republic. His thinking was influenced by the consideration that in dealings with foreign powers sticking to tradition would express most effectively the continued existence of the Reich in spite of defeat and revolution.

In 1921 there was an attempt to change the Foreign Office into the Reich Foreign Ministry. But this failed before a bill to this effect could be presented to the Reichstag.

Federal Chancellor Konrad Adenauer also decided for Bismarck's original choice of designation when he took over the additional position of Federal Foreign Minister on 15 March 1951.

It is significant that the abbreviation Reichs Foreign Minister or Federal Foreign Minister has never officially existed and still does not exist today Ribbentrop

was the first to assume this title though it was not subsequently included in the constitution of the Third Reich.

It is difficult to answer the question as to the most splendid period in the history of the Foreign Office. It was certainly not during the reign of the Kaisers even though many people would like to believe this.

During this period there was a complete lack of the much-vaunted esprit de corps in the Foreign Office. In a flood of memoirs after the First World War former diplomats who had served in the reign of the Kaisers indulged in a revelation of secret vinctiveness and intrigues in the Foreign Office. Everybody was everybody else's enemy.

Readers of these memoirs would be surprised to see what shameful malice flowed then from the pens of former diplomats. Nobody was spared biting criticism. Former Chancellor Bismarck was a special target. In the memoirs of Friedrich August von Holstein, who as eminence grise at the Foreign Office carried on his secret machinations behind the scenes, can be read the incredible sentence that the writer had long known "that the old Bismarck as a person had a mean nature."

Scorn of the Kaiser, circulating even in official dispatches, contradicts the view expressed by Joachim von Disow in *Nobility in Transition*. Speaking on the role of his compeers in the semi-feudal German Empire von Disow claims that state service for them had been service to the ruler and preservation of the feudal structure of the monarchy. This assertion could be believed if criticism from the nobility had emerged from obscure anonymity and had been addressed directly to the Kaiser.

No period of the hundred year history of the Foreign Office was as riddled with affairs as the reign of the Kaisers. It began with the trial of Count Harry von Arnim and proceeded via the Eulenburg trial up to the Daily Telegraph affair. The mention of the name Maximilian Harden may be sufficient.

The number of faulty political diagnoses based on fatal decisions by the heads of government is depressing even when looking back on a time that is no longer felt to be quite the same as our own.

There are many examples. There was the decision not to renew the Reinsurance Treaty with Russia. Bismarck's enemy Holstein must bear a full measure of personal responsibility here. There was also the Kruger telegram and everything understood under the term gunboat diplomacy. The most serious thing according to historians is that no responsible



Friedrich von Holstein

Gustav Stresemann

Konrad Adenauer

(Photos: dpa 2, Archiv/Bundesbildstelle)

official recognised the extent of the isolation that Germany had brought upon herself and nobody had seen what the fatal consequences would be.

After Bismarck's departure all unity of direction in the Foreign Office was lost. Characteristic for this is a statement by State Secretary von Tschirschky to Lord Haldane in 1906: "The Chancellor is next door. He may express a completely different view than I have. And if you want to take the trouble of going to the Palace you will hear the Kaiser give a third view that diverges in important points from the opinion of the Chancellor and my own opinion."

In the first volume of his *Memoirs* Prince Bülow, after Bismarck's departure Under-Secretary in the Foreign Office and later Chancellor, stated that the Foreign Office had become more and more a body where very few political heads had been active. This is followed by the devastating judgement: "Here were made nearly all the terrible mistakes that forced us into a war that we lost."

The November Revolution set the Foreign Office the delicate task of harmonising service for the new democracy with the old tradition because most of those working there had retained their monarchist views.

Although Count von Brockdorff-Rantzau was Foreign Minister for only a few months he succeeded in preparing the way for internal reform.

It must be acknowledged that the Foreign Office loyally helped the Weimar Republic to regain the world-wide prestige that the German Empire had lost.

A new generation of diplomats grew up under Gustav Stresemann who was responsible for foreign affairs for an unbroken run of six years and served in nine governments. These diplomats called themselves the Stresemann school. One of the last diplomats in this group, Blankenhorn, the former ambassador in London, recently ended his career.

An unfortunate time for the Foreign Office began in 1938 when Ribbentrop took it over. A levelling-off process in all spheres was soon witnessed. Paul

Schmidt, a well-known interpreter at that time, writes in *Extra on the Diplomatic Stage* that Ribbentrop did not have the slightest idea of how to run a body of this sort, neither in respect to personnel nor organisation. Schmidt goes on to say that Ribbentrop acted according to the "Picture Book for Political Children" when he created new departments, set up offices and appointed special envoys. This gradually turned the Foreign Office into an empty facade with no importance at all.

The re-formation of the foreign service in 1951 on the model of the old Foreign Office and with the retention of the old name was at the express instructions of Konrad Adenauer.

This decision which met with considerable doubt in the Bundestag was based not only on the view of the expert administrator Adenauer that it was nonsensical to find new forms and new experts for this profession overnight.

The continuation of tradition seemed morally justified to him and his advisers because of the unusually high incidence of resistance of German diplomats against Hitler. People entering the Foreign Office in Bonn's Adenauerallee will find the names of the victims inscribed in a memorial plaque unveiled by Heinrich von Brentano.

Count von der Schulenburg, whose period as ambassador in Moscow has a legendary fame, even today, and Ulrich von Hassel, Ambassador to the Quirinal are specially mentioned as they were to be appointed minister and state secretary in the Foreign Office if the attempt on Hitler's life on 20 July 1944 had succeeded.

The organisation of the newly formed service was built up as the Occupational Statute was run down relatively quickly and the Federal Republic was included in the European and Atlantic system of pacts and alliances.

The share of the Foreign Office in deciding post-war policy should not be underestimated even though guidelines drawn up by the Chancellor saw that its activity stood more or less in the shadow of Palast Schaumburg and still does. Meanwhile the Foreign Office has grown from its extremely modest beginnings into a gigantic organisation employing 1,800 officials in Bonn and a further 4,500 in 101 embassies, 48 consulates general, 32 consulates, five trade missions and seven offices to international organisations.

This development in no way confirms Kinson's Law of the automatic inflation of the bureaucratic administrative apparatus. It reflects more the multitude of completely new bilateral and multilateral functions.

Gerhard Schröder tightened up the Foreign Office into five departments. Whether it will continue like this depends basically on the reform commission headed by former ambassador von Herwarth.

Dr Albert Pfeiffer

(IndustrieKurier, 3 January 1969)

Bismarck's Foreign Office in the Wilhelmstrasse, Berlin 1870 (Photo: Ullstein)





## ■ THE ARTS

## The weird world of the comic strip

In the Berlin Academy of Arts the world of comic strip reigns supreme at the present moment. On the flights of stairs there floats an inflated rubber Superman. In the exhibition rooms Mickey Mouse, Tarzan and Barbarella hold sway. Stories of their adventures decorate the walls.

Among the many mascots is Felix the Cat. The cushions take on the shape of Snoopy, the Beagle. In one corner a music-box is playing.

There are 264 prints and originals on show. The people at the academy hit on the idea of the exhibition when they realised that in the Federal Republic and West Berlin alone about ten million comic books and picture story books are bought every month.

As soon as this was brought to their attention the literature department decided that it would be appropriate to study the new art from thoroughly.

First of all they decided to chronicle the history of picture stories. If Egyptian wall paintings and the sketches of old friezes are not to be considered as precursors of the comic strip then the Neureppin picture texts and the picture tablets of the moritat singers must be considered the forerunners of modern-day cartoons.

Later ancestors of "Peanuts", "Andy Capp" and company are the picture stories of "Struwwelpeter" by Hoffmann and Wilhelm Busch's "Max und Moritz".

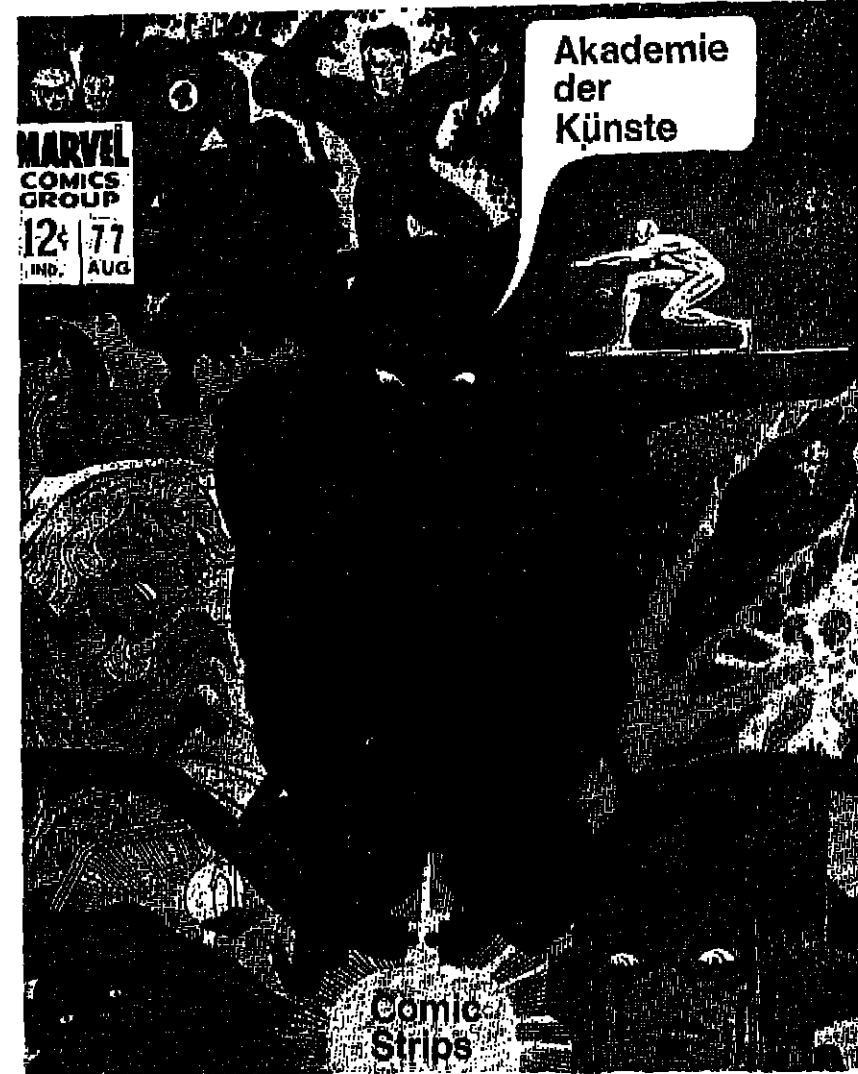
Feininger based his "Kin-der-Kids" on these and likewise Rudolph Dirks his "Katzenjammer Kids".

It was only at the beginning of this century, and then in America, that comic strips became a mass medium.

Large newspapers launched family cartoons such as Blondie and Dagwood Bumstead. There quickly followed a series of humanised animals. Felix the Cat, The Seven Little Pigs and above all Mickey Mouse quickly became firm favourites.

These were fast followed by adventure series, such as the jungle boy, Tarzan and science fiction like "Flash Gordon".

In Europe it took the comic strip a



The poster designed for the comic strip exhibition in Berlin (Photo: Katalog)

little longer to gain a foothold. Here they began with educational picture stories in the "Wahrer Jacob" with the title, "Karl Lath's marvellous experiences under the socialist law in the year 1889".

Then at the time of the Russian Revolution there appeared a string of Agit-prop comics.

In the thirties and forties E.O. Plauen's delightful "Father and Son" strip conquered a large public readership.

It was "Nick Knatterton", intended to parody the strip cartoon world, that paved the way for the American cartoon in Europe.

Since then the Old World has produced some cartoon strips of its own, the most notable being Barbarella and Asterix. These are providing a healthy competition to the American comic strips.

The areas on which comic strips touch are immense. They range from the primi-

tive and brutal, the horrific, the sexual and erotic to the political and educational and of course the entertaining and amusing. One thing which is common to almost all strip cartoons is simplicity and simplification. This is what gives picture stories their punch. The comic strip world is black and white even if they are printed in full colours. The figures belong to certain categories: heroes and villains, subhumans and super-humans, beautifuls and beasts, the idiotic and the sly. One would search in vain for nuances and shades of grey. Actions and speech-bubble dialogue are simple. Subtleties are lacking.

It is no wonder that opinions on comic strips differ widely. Some people see comic strips as the inception of illiteracy. Others believe they are the literature of the future. Yet others say sarcastically that the one is not exclusive of the other. (Frankfurter Neue Presse, 25 December 1969)

## Josef von Sternberg - Marlene's discoverer dies in Hollywood



of atmosphere which still make the film a charming work. His techniques and undoubted skills often triumphed over stories and scripts which are trivial.

To the Americans Sternberg is noted as being the creator of the first gangster film, *Underworld* in 1927. He also made a name for his sharp tongue as a critic of the Hollywood production system which tended to cramp an individual's capabilities and he often attacked exceptionally zealous watch committees. All this can be culled from Sternberg's memoirs.

The last 15 years of his life were devoted to bolstering his own fame and tending his collection of Chinese and African art.

He travelled, held conferences and occasionally joined juries at film festivals, a pleasant gentleman who used his Viennese accent to good purpose. In 1966 and 1967 he came to Frankfurt, on one occasion to visit the Book Fair and boost his autobiography.

Shortly before his death Federal Republic television stations had made plans to revive the 75-year-old's works. The first to be shown will be *An American Tragedy* based on the novel by Dreiser.

(Frankfurter Neue Presse, 25 December 1969) (Photo: dpa)

## Underground films and Beat bands in Stuttgart

In the otherwise sparsely attended hall of the Stuttgart Kunstgebäude on the Schlossplatz crowds press together. In front of pictures which hardly gain any attention on a normal day a Beat band is thumping out its rhythms. There are Gies goutes from the works of Bertold Brecht and two projectors are showing underground films on the walls. It is a debate point whether what is being offered in the Stuttgart art gallery is an acoustic or an optical happening.

Uwe M. Schneede, director of the Württemberg Art Society can give himself a pat on the back for this experiment.

What Uwe Schneede is giving the people of Stuttgart in his museum can be seen to a certain extent in other cities of the Federal Republic.

But the young museum director himself sees the examples for his emphatically progressive exhibitions as being realised only in The Netherlands and in Sweden. He is thinking of the Moderna Museet in Stockholm and Amsterdam's Stedelijk Museum. As far as Stuttgart is concerned the programme of exhibitions is a decisive improvement to the normal offering, since the art gallery is not over-endowed with works of modern art.

There have been moans for years from the people of Stuttgart that their city of 600,000 has only three theatres including the diminutive Theater der Altstadt.

But there is most decidedly an audience for modern art forms in Stuttgart. Avant garde drama will certainly bring in the crowds as several house-full performances of Peter Weiss's *Marat/Sade* at the Tübingen Zimmertheater have proved.

Schneede certainly does not intend to make the Art Society's premises into a boat cellar. But his audiences will not come to take in art alone. During the exhibition of coloured wood-cuts by IIAF Grieshaber there were several walls free for the visitors themselves to slap on a little paint. In no time at all the empty spaces had been filled with realistic and abstract paintings by the public.

Followers of collage techniques covered the walls with shirts, coffee grinders and camera lenses. As a result of this "alienated" spaces gave rise to heated discussions on the sense and nonsense of art.

This month Schneede in conjunction with the Max Ernst exhibition, which will be opened on 23 January will give a preview of Luis Bunuel's film *L'Age d'or*, on which Max Ernst himself cooperated.

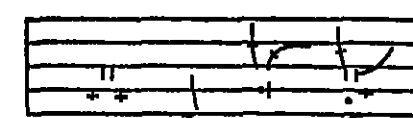
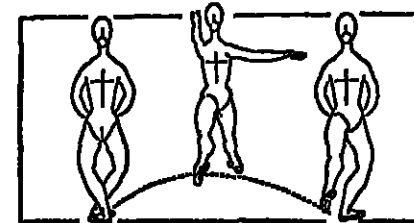
The film has not been shown on general release in the Federal Republic.

Every Wednesday a further selection of films, some from the silent days, some progressive works from America and the Federal Republic, will indicate the connection between artist and film-maker.

The Art Society will make a name for itself this year with an experiment which is novel in this country. Every fortnight an artist from Baden-Württemberg will be able to fill a whole room in a gallery with his works. A jury will mark off from these only the examples which are entirely unsatisfactory.

Uwe Schneede said, "There will be no objective criteria. Therefore we will leave it entirely to the discretion of the artist which of his works he puts on show. We don't only want to show our vision works that have been carefully pre-selected."

The artists who are invited to contribute will be selected from among all the people concerned. After the Art Society's most recent publication fifty of the 700 members had asked to be included. (DIE WELT, 29 December 1969) (Photo: dpa)



Laban, Knust, Rudolf and Joan Benesch were the promoters of ballet notation. The sketch shows the action and notation for a "Grand Jeté en avant". (Drawing: from "Knausbuch vom Tanz")

Ballet, the most fleeting of the arts, has very little literature that it has created itself. Only the music, the story and vague memories remain of the truly great ballet creations.

What actually happened has faded in memory, never to return. The most that can be hoped for is an approximate reconstruction, a fragment of the original.

Serge Lifar once said that it was characteristic that the "text" of a dance was fleeting in essence. "It exists all right," he wrote, "but it is written in the body of the performer. It exists only to the extent to which it is performed. A poem or a musical score exist in their own right."

No choreographer in the world can follow great productions of the past in his work. He cannot even study authentic peculiarities of style of the classical masters.

He will find no standing repertoire. Every production must be a new creation unless it is to be a straight copy of other works appearing on the programme. But even that is almost impossible.

One reason for this obvious inability to record the unmistakable features of a particular choreography and thus enable their reproduction at any time is the fact that there is no established dance study. What material would it use to trace lines of development and compare various styles?

There is a serious lack of material but the archives ought to be full. Today it is not the basic techniques that are lacking but the interest of those who like to weep at the transience of their work. They only need to make use of kinetography, a method that has now been developed to perfection. Then they could make an exact recording of movements and subtleties of expression and allow them to be reproduced. But who in this country has mastered this technique?

Since the beginnings of classical ballet, since the time when Louis XIV founded the Académie Royal de Danse to develop the genre individual theoreticians and those active in ballet have tried again and again to find a system which would enable them to record in print all ballet movements and expressions in their exact relationship to time and space.

Le Feuillet, the famous teacher at the Académie, left behind a collection of dances that he had noted down. These were used by the Cologne Ensemble for Old Dances in 1969 when it made its first attempt to present dances by Lully in their original form. Feuillet did not achieve his actual aim. The documentation is full and can be read as easily as writing. But his system cannot record gestures and various expressions.

Noverre and Vignola also devoted themselves to this problem. They based their experiments on friezes which cannot of course take into account the decisive factor of temporality. Proposals from the following century, by St Leon and Stepanow among others, are for this reason equally as imperfect and impractical. Too much value should not be attached to the authenticity of so-called original choreographies of the great classical ballets. It is no coincidence that productions after Fokine or after Petipa are different every

## ■ KINETOGRAPHY

## Albrecht Knust and his method of ballet notation

time and often not even very similar to one another. These choreographies are based on memories and reports from witnesses but not on kinetograms.

Rudolf von Laban (1879-1958) was the first person to succeed in developing a comprehensive yet at the same time simple method that permitted choreographers to record the most subtle nuances and specific elements of style. This was his system of kinetography that was introduced to the public in 1928. But one of the characteristics of this method, an unusually profitable stimulant in many areas of ballet, was that it left the perfection of its ideas and their introduction into practice to others.

Laban's kinetography is today linked inseparably with the name Albrecht Knust who for forty years devoted himself almost exclusively to the differentiation and extension of this system of notation. But hardly anyone in this country knows anything about this quiet man who likes to shield himself from the public glare and works today almost forgotten in the Folkwang School of Music in Essen. But abroad Knust is thought of as the actual creator of a practical method to record movement.

Knust was born in Hamburg in 1896. At the early age of sixteen he joined a dance troupe and soon afterwards took over the direction of a similar group. In 1921 he went to Laban to receive a fuller education. Studying alongside him was Kurt Jooss, later to write the most famous Expressionist ballet *Green Table*.

In 1922 Knust became a member of Laban's dancing company. The year afterwards he started teaching at the Laban school in Hamburg and ran it from 1925.

He gained experience of the stage as

maitre de ballet and solo dancer in Dessau. But after a year he left the stage for ever to devote himself fully to kinetography.

After founding the central Laban school in Berlin Knust set up in Hamburg the first dance transcription bureau that dealt exclusively with the problems of Laban's kinetography and drew up kinetograms that passed initial probes with flying colours.

This development came to sudden end in the Third Reich. As he refused to give up his work Laban had to follow Jooss into exile as a representative of a degenerate art form. Kinetography was forbidden though no specific reason was given.

Knust replaced Jooss as head of the ballet department of the Folkwang School before he too was forced into his inner emigration. His transcription bureau in Hamburg and Berlin were closed and he himself was forbidden to leave the country when Jooss invited him to England in 1937.

During these difficult years Knust wrote the first version of his *Outline of Laban's Kinetography* which codified Laban's system for the first time.

In 1939 his pupil Pino Mlakar, the maitre de ballet at the Bayerische Staatsoper, allowed him to slip into the opera house from time to time. Knust then noted down accurately all ballet productions there.

For the five years from 1945 Knust worked at the most comprehensive standard word on his discipline, *Handbook of Laban Kinetography* giving information on all questions concerning the notation of movement. As the eight thick folios never found a publisher only a few copies and microfilms exist. These were

## Theodor Fontane and the Prussian way of life



(Photo: dpa)

of daily work quit as secretary in the Academy of the Arts, a post obtained from a friend.

And then he started writing. He once said in a letter to his daughter that a book could be written about every day. These books did not become best-sellers during his lifetime but they have kept the name Fontane famous across the years.

made available by Knust at his own expense to anyone interested in the subject. It is both disgusting and characteristic that no library or institute of theatre study possesses this valuable source.

Knust's work is followed with greater attention abroad. There he is considered to be a top-rate theorist. Since 1961 he has acted as chairman of the International Council of Kinetography Laban, an organisation to coordinate kinetographic experiments in both East and West, an organisation of which he is a co-founder. Knust was elected president of the ICKL at the 1969 congress in The Netherlands.

His kinetography has been adopted in the United States, The Netherlands, France and later in Eastern Europe. The great ballet ensembles of London, Copenhagen, Stuttgart and Berlin use the Benesh system to produce the classical ballets of Tchaikovsky. In the East it is particularly researchers into folklore who use Knust's method. When folk dances are published they are complete with words, music — and kinetogramme.

This movement notation has also proved itself in completely different areas, in anthropology for example, in medicine and the physiology of work. With the help of the notation a worker can be typified so that it can be seen where he would be best employed.

Not least, kinetography offers a solution to unpleasant questions of copyright. There is some bitterness in Knust's voice when he refers to the example of Britain where a special institute, state-subsidised, has been founded for the Benesh script that was invented in 1956. He fears that there is nobody in Essen who can replace him and preserve the tradition that made Essen the centre of notation research.

But at the moment the only thing that concerns him is the completion of the fourth version of his *Outline*. He knows that a further edition will be necessary after a certain period of time. "Our script lives," he says, "and will always develop."

Werner Schütz-Reimpell  
(DIE WELT, 27 December 1969)

*Before the Storm* is set in the Napoleonic era and the tragic fate of *Grete Minde* occurs a few centuries earlier than this. Books like *Stine*, *die Schach von Wittenow*, *Irrungen*, *Wirrungen*, *L'Adultera*, *Mathilde Möhring*, *Fräulein Jenny Treibel* and *Poggenpuhl* depict Fontane's Berlin so well that it has remained vivid for us with its retired army officers, doorkeepers' wives, impoverished nobility, middle-class parvenues and its problems of love, marriage, class and money.

During this period he also produced an epic that has since achieved the status of an historical chronicle, *Rables through the Brandenburg Marches*.

Many of Fontane's early novels had their setting in the manorial houses and seats of nobility in the Marches. The two novels of his later years, *Effi Briest* and *Stechlin*, have this milieu as a framework or in the background. His attraction to the Junker way of life had now receded and was replaced by a very critical distance towards this Prussian type.

Two of Fontane's favourite words crop up continually in his letters. The one is "heraufgeputzt" and refers to all people who have false pretensions. The other word, "klugschmuisig", is used to describe those people who parade their cleverness in front of a mirror as it were without paying a glance at their environment and its possible characteristic values.

Neither of these words could be applied to Fontane. The course of his life made him not only sceptical but also prudent. When Fontane mocks, when he sounds sarcastic, he guards against a loveless cynicism. At the age of 73 he wrote to his daughter, "A person can be very egoistic and yet show love from time to time. A person without love stops being a person. He is a stone and petrifies others."

(Hannoversche Presse, 30 December 1969)



## ■ EDUCATION

## Photographic aids - a useful supplement to teaching



There are many reasons for not having photographs and films in schools. One important argument is the ambiguity of the photographed image. Contrary to popular opinion photographs are not self-explanatory documents for certain facts. They usually need to be explained as their nature is ambiguous.

Only in the field of research and science can they be objective. The camera cannot tell a lie because it is a lifeless object. But a person with a camera allows his likings and antipathies to influence every one of his pictures. He takes up a technical and mental standpoint towards his photographs. They thus become emotive agents capable of arousing feelings in people who look at them.

Because of this many intellectuals speak out against photography. They defend their rational attitude by referring to the mere stimulation of emotion that can result from the photographed image. They argue that the surface is all that can be photographed and ask where, in the face of accurate representation of a person's biological features, the picture of his mind has got to. They say that as photography deals only with external

features it cannot be used in intellectual pursuits. The idea of the aristocratic preeminence of the spoken word plays its part here, supported by centuries of popular belief. According to this the Church's pictorial representations form a Bible for the intellectually underprivileged.

But in the same way that continual repetition of these picture stories forms a certain series of archetypal figures and events on the mind, photography too forms symbols for actual phenomena, especially states and qualities that are part of the imaginative store of the observer. In spite of its link with reality photography is an abstracting medium that evokes concepts.

Photographs thus form a strong stimulus to describe and interpret these in words. The object shown is then understood more profoundly than it would be after a mere description of what it looked like. That is actually an old educational principle that is still not put into practice as much as it should be.

Photography can be used in schools when not only photos by other people but also photos by the pupils themselves are analysed. Then children are led to photograph and also to think what they are doing when they photograph.

The first task of photography in the schools is to teach children quite simply a technique with which they grow up to-day. Not only do they live in a world



The camera at school in operation

(Photo: Contil-Pres)

saturated with photography, but they are also drawn to photography by their parents' example or a competition in a children's club. Many children now receive cameras while they are still quite young and they begin to take snap-shots in a naive child-like manner. Children certainly realise the apparent simplicity of the technique and they also notice after a while that they can create memory aids for themselves and allow others to participate in their own experiences. Even at this early age communication is not only oral but, increasingly, pictorial.

Photos also reveal facts and transmit information. There is hardly any profession where it is not important to be able to take photographs. Photography is almost indispensable today for engineers, architects, doctors, astronomers, geologists, archaeologists, art historians, physicists, criminologists, journalists, advertisers and every other artistic, scientific or teaching profession. People must be able to take photographs today as well as possess a profession. People must be able to take driving licence and speak a foreign language. Even children recognise the benefits.

Contrary to consumer behaviour in watching television or looking at pictures in illustrated magazines, photography demands activity. It begins with the selection of objects and events and continues with the technical manipulation of the camera. Usually activity is over at this point and the rest is left to the expert.

But as well as learning to take photographs at school under the direction of their teacher, children now develop their own films and learn to make prints and enlargements. They soon realise that this can be done badly, to an average standard or well.

### Pictorial possibilities

Some teachers begin with the production of photographs from the enlarging apparatus, others with the actual taking of the photograph with a plate camera. Both of these teaching methods indicate to the child the pictorial possibilities of photographic material that would otherwise remain concealed from him.

Some teachers have a brainwave and produce wall charts to acquaint pupils with under-exposed, over-exposed and correctly exposed negatives and the effect of various gradations of paper. The children's activity is increased in an area in which they are anyway interested. The better acquainted they are with the technique of photography the more pleasure they will derive from it. This pleasure also means that they will continue their hobby after school. This will act as a break from everyday difficulties and will be a help in later professional life.

At first the photographic interest of a child before puberty is focused naively on objects he meets in his personal circle. But as an adolescent he will certainly come to terms with his environment. Photography will then be valuable in as much as it helps him to extend his power of differentiation.

What is so important about a photographed object? What form must be chosen by the photographer to explain to others what he actually intends to point out? When concerned with these questions that can be cleared up in critical conversations with teachers and fellow-pupils the young person becomes mentally independent and gains yardsticks concerning not only his own photography but for all photographed images. Photography forces him to come to terms with man as a social being, with the opposite sex and with society.

The photographs then contain what our youth think of themselves and their relation to their environment and of adults. This was rarely flattering, even before the outbreak of unrest among the young that was forecast years ago by experts on photographs taken by young people. In the aggressive quality of their photographs the young often express themselves more articulately than in their garbled phraseology. For many photography becomes an expression of their own person.

Every expression demands its appropriate form. Photography at school cannot therefore content itself only with the teaching of the varying photographic techniques but must also give older scholars aesthetic standards. That depends less on the photographic capabilities of the teacher as on his taste.

In arguing for the teaching of photography at school it is tempting to stress the advantages of teaching classes from coloured slides and photoprints prepared by the pupils themselves. Many examples justifying this assertion can be found in there are very few subjects in which the introduction of photographic material would not be an enrichment. Photography could be advantageous to geography, biology, local history and topography, sociology, learning a language, sport, astronomy, history and art.

Teaching photography at schools is an enterprise that can flourish only if voluntary. The initiative must come from teachers who are interested in the subject — they must convince their colleagues and the headmaster of the importance of their proposal. There will be at least one teacher in a school who will second pupils in their desire for a photographic laboratory and working group. Only in this way can the school be made to agree to the erection of a photographic laboratory.

Continued on page 9

## ■ MEDICINE

## Rheumatic children treated at new Garmisch-Partenkirchen clinic

Those who can sit, sit. Those who can walk, walk. And those who are bed-ridden make stars out of straw and figures from glazed paper.

One child is playing a recorder, another is doing his homework in the hospital ward while a third lies patiently in bed.

Things are unorthodox in this hospital at the foot of the Zugspitze, things are lively, free and easy and familiar. Isolated from society, far removed from their homes, the children develop small fixed communities amongst themselves.

"Come on, Ingo, show me how you walk," a doctor shouts to encourage a four-year-old. The small boy in a yellow pullover and with feet too fat to fit in any shoe totters bravely along the course holding the hand of an elder child but then he begins to feel pain.

He begins to cry but before he breaks into uncontrollable tears the sister picks him up and carries him back into the play-room, back to the other children with pale faces, disproportionate body structure and clumsy limbs.

Their eyes are lively and they laugh.

like all children do, gayly and lightly. But there is no expectation, no impatience in their features. They do not press their noses to the window when it is snowing. Snowball fights are not for them. They suffer from rheumatic fever. Their world is the inside of hospital wards and beds with orthopaedic equipment.

"How old are you, Brigitte?" the head physician asks.

"I'm eight," answers the little girl.

"How long have you been here?"

"Five years, I think."

"And how long have you been ill?"

Brigitte shrugs her shoulders and smiles.

"I don't know," she says. She can remember lying in a different hospital many years before. She rolls up her sleeves so that the doctor can feel her swollen elbows. Without having to be told she slowly bends her arm, stretches it and clenches her fist. She could not do that before. That's something she has learnt here.

There are about ninety children suffering from rheumatic fever in the children's rheumatism hospital in Garmisch-Partenkirchen. They come from all over the Federal Republic and occasionally from abroad — as long as there is a bed available.

A small Spaniard sits up in his bed with solemn gravity and allows the doctor to feel the nodules on the tendons of his hands, characteristic of rheumatic fever as well as chronic polyarthritis.

The children are not shy and do not sulk when they have to show their stiff vertebrae and deformed limbs to doctors and scientists who come from Argentina, Brazil, Chile, Czechoslovakia, Holland, India, Israel, Italy, Japan, Luxembourg, Switzerland and the United States to gain new insights into the complicated treatment demanded and discuss their successes and experiences of rheumatic fever in children.

A bronze plaque in the foyer commemorates the McCloy Donation which helped to set up this children's hospital in 1952. It was the first hospital of its type in the Federal Republic and is still the only one.

The hospital does have complicated ties with Garmisch-Partenkirchen's District Children's Hospital but it is a completely enclosed unit. It is a hospital of *Innermission*, set up by the Rummelsberger Institutions of Nuremberg.

Under the direction of Professor Elisabeth Stoeber, and head physician Gert Kille the relatively young hospital has developed in the past seventeen years into a centre of scientific research as well as a treatment centre for young rheumatic sufferers. Pioneer work is going on in the early diagnosis and cures of a disease that is still largely unresearched.

Children with rheumatic fever? How many people knew, and still do know, that this painful disease with symptoms that are concealed, various and difficult to trace affects children as well, sometimes while still in the cradle, with the result that they are threatened with yaws in hospital and the danger of permanent disability while still young?

At a rough estimate some hundred children contract rheumatic fever every year in the Federal Republic alone. It takes a different form with children than with adults and accordingly treatment must be different.

The children brought to the Rummelsberger hospital with cardiac inflammation, heart valve defects, painfully stiff finger joints, discharges in the knee, stiff spine, hip trouble and changes in eyesight caused by rheumatism are often victims



of false diagnoses and false courses of treatment. That makes treatment more difficult and lessens the chances of a cure.

Although children are brought to the special hospital at the most critical phase or with the most serious forms or symptoms — sometimes even by helicopter — the course of treatment developed here means that the vast majority of the seriously ill patients can be discharged and return to both home and school. Some three per cent have to be sent for special training in homes for handicapped children.

Rheumatic fever was once the most frequent rheumatic disease in children. It usually occurs during a child's school-days. Symptoms include stomach ache and headache, a temperature, lassitude and nose-bleeds. It also affects the heart and, if not recognised and treated in time, can lead to serious heart disease. This form of rheumatism in children is on the decrease and no longer poses the same medical problems as it once did.

Research has proved that rheumatic fever is caused by streptococci infecting the throat. This can be countered with penicillin treatment. The chances of a cure depend on an early diagnosis and immediate treatment.

The second form is primary chronic polyarthritis or rheumatic arthritis that is called Still's disease when occurring in young children in its most serious form. These cases are treated mainly in the children's rheumatic hospital.

Chronic rheumatism is less common than rheumatic fever but its frequency has remained constant as its cause is still not known today. Still's disease often affects infants. Its symptoms are septic fever, inflammation of the spleen, liver and lymph nodes and polyarthritides that normally affects the hands first of all. Children with Still's disease tend to serious anaemia.

The illness is accompanied by bouts of fever and continues for years, leading to damage to hands, feet and joints that can be both painful and debilitating. It also affects the cervical vertebra and hip and knee joints. The whole organism is weakened, growth is affected and the maturing process is disturbed.

But progress has been made even with this malignant disease. There is now some expectation of life. In former times this was not true. Cortisone treatment now saves many lives.

Modern methods of treating rheumatism in children now concentrate on later effects. All measures such as treatment with drugs, orthopaedic treatment, special diets, restcures and remedial gymnastics are designed to help the child master everyday situations alone and off his own bat. He learns to walk, dress and move without assistance. Difficulties begin for the child only when he is discharged from the hospital community, when he has to be incorporated into a society that demands results and self-assertion.

Out of purely humane reasons as well as in the social and economic interest this progressive hospital must be aided with all possible means. The wards actually two or three-bed rooms, are hopelessly overcrowded with seven beds. New patients can be admitted only after months of waiting. By this time the chances of a cure have declined. The waiting list becomes larger every year. At present fifty children are waiting for a bed to be vacated.

Two months ago construction began on a new hospital to specialise in children with rheumatic complaints. The old hospital complex is to be retained and at its side will be built the largest and most modern hospital of its type in Europe.

The project costing six and a half million Marks was planned by the team of architects Hellmut von Weiz Hohann Christoph Ottow. The plans are based on medical findings, therapeutic experience and the social necessities of special treatment directed towards the practical rehabilitation of rheumatic children.

The building is longitudinal and fits in with the local architectural style. It will include 104 rooms, each housing three patients. The rooms face southwards and have spacious balconies where the children are to sit wrapped up warm and develop powers of resistance in the healthy air of Garmisch-Partenkirchen.

Once again the Rummelsberger Institutions are helping to build the hospital. They are contributing 1.28 million Marks from their own finances and Church subsidies towards the planned cost of 6.5 million. The Lion's Club have organised collections for rheumatic children all over the country. This has raised 400,000 Marks. The public stock market is donating a further 1.3 millions. The Federal state of Bavaria is making a contribution of 850,000 Marks.

1.7 million Marks is coming from Federal finances. When built the hospital will benefit the practical medical and welfare interests of the state as well as research into the subject.

(CHRIST UND WELT, 24 December 1969)



A model of the children's Rummelsberger clinic at Garmisch-Partenkirchen run by the Inner Mission  
(Photo: Rummelsberger Anstalten)

### A LUCKY CATCH...

That's what it will be, your 1969 holiday in the Federal Republic of Germany! Warm hospitality, many tourist attractions, a great wealth of historic monuments and art treasures, charming folklore events, this is what an exciting programme offers you for this year's stay in Germany. Send this coupon today for the latest information and free brochures full of practical advice on carefree travel in...

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Apply for folders with information on Germany by mailing the coupon to: Deutsche Zentrale für Fremdenverkehr (DZF), Frankfurt a. M., Beethovenstraße 69.

Please send me your folders on Germany.

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GT



## ■ THE ECONOMY

## A vision of Europe of the future

By the end of the seventies countries in the European Economic Community (EEC) will have a common currency. There will be more than the present six countries in this section of Europe. The wishes and aims of people in this territory will be represented in a European Parliament by members selected by direct vote.

Jean Rey, President of the European Commission, has caused a stir with these prophecies. They sound very much like soothsaying at the end of a year which started with Charles de Gaulle, President of France, which saw a devaluation of the franc in summer and a revaluation of the Mark in the autumn, threatening the very existence of the EEC, or so it seemed.

Today Rey's forecasts seem quite possible. He is quite right to make a big noise and wake up people in Europe. The convalescence of the ailing community of the Six was not long enough. The three weeks between the EEC summit in The Hague and the European Council of Ministers' marathon sitting before Christmas were not long enough to recover.

It will take some time before the changes the community is going through have been brought home to the minds of contemporaries. There is a suspicion that many people, including some politicians, are not yet clear of the road being taken by President Georges Pompidou. Chancellor Willy Brandt and their four colleagues since The Hague conference in early December.

There was no chance to mention in The Hague communiqué a "political union" of European nations.

Even if Rey's prophecies are fulfilled by 1980 it is only absolutely essential for there to be a European federated state in the early nineties. An economic and currency union on this scale is hardly feasible without a joint government deciding foreign and defence policies.

On 1 January 1970 the EEC entered on the 13th year of its existence and ended the transition period. Its end phase has now begun. No one will stick his neck out and prophesy that the forthcoming "years of puberty" will pass without growing pains. From now on nothing in the EEC treaty sets a definite deadline for the Community's development. But in the past few weeks the Council of Ministers have made decisions setting definite aims.

As a result of The Hague deliberations a detailed calendar for the seventies has been drawn up.

In the first six months of 1970 the remaining gaps in the transition period are to be closed. Agricultural overproduction must be taken by the scruff of the neck and eradicated.

What is more important for future developments in February serious discussions will begin to pave the way for the entry of new members, Great Britain, Norway, Denmark and Ireland. The Hague agreement says that negotiations with these countries must be commenced before the middle of this year. The same deadline is set for EEC foreign ministers to prepare for closer political cooperation.

From 1971 on member countries will have joint arrangements for income and the six governments will have to ratify a common monetary system. From 1972 all countries in the Common Market will have to operate the system of value added tax. After that a system of equalisation for the value added tax percentages must begin and by 1978 at the latest this must be completed in order to make the new financial system workable.

This will mean substantial inroads in the freedom of finance policy and will immediately increase the need for preparation to begin forming a federated European state.

In Brussels 1973 will not only be looked upon as the year in which the last rights of exception of member states for trade agreements with East Bloc countries will fall due but also the year in which the entry of Great Britain and other applicant nations must be finalised.

In effect this means that at the Council of Ministers ten delegations will sit at the table. Votes will be taken on a majority basis and the right of veto will have to be waived if the Community is not to become incapable of reaching a decision.

By 1975 the European Parliament should have extensive power over budgeting and in 1978 according to the latest EEC jargon the "golden age" forecast by Jean Rey should begin. There will be at this time, it is prophesied, a larger European Community with one currency, assured sources of finance and a Parliament elected by direct vote. This will be a European Parliament granted power by its mandate to be a direct representative of the people and by 1978 will constitute the "legislative assembly of the United States of Europe".

But it must be remembered that this agenda will to a large extent remain Utopian if European governments from now on do not take serious steps along the way to an economic and currency union.

Finance and economic affairs ministers of the Six must in future follow an agreed economic policy just as if they were ministers in a single country.

In this way they would set a precedent by combining gold and currency reserves. This, furthermore, could become the first step along the way for Great Britain's entry to the Common Market stripped of all risk.

Quite apart from that, if progress such as this is not made the finance measures mapped out before Christmas for the time from 1978 onwards cannot function.

There will be obstacles to surmount and hesitations to deal with. But no member-state of the EEC and no nation applying for membership to the EEC will be able to select from the agreed programme for the seventies this or that detail which suits its purposes.

Progress in one sphere will be dependent upon developments in other departments.

It is precisely for this reason that Rey's astonishing predictions of the shape of things to come.

(Frankfurter Rundschau, 29 December 1969)

## Industrial capacity strained to its limits

In its monthly report for December the Federal Republic Ministry for Economic Affairs states that this country's industry has reached a record level of production capacity with 91 per cent of total working capacity in operation.

In the coming months production elasticity will be stretched almost to its limits and there is no hope of growth rates as in the past on a similar scale being reached.

With industry working almost flat out progress in productivity will also be curtailed inevitably.

The latest available figures for productivity show that in September and October

## Future stock market trends remain a mystery

Stock market punters face the new year with an old adage ringing in their ears: "throughout the year there will be either great changes on the stock market, or it will stay as it is!"

Certainly the would-be experts in the stocks and shares field are not giving very helpful prognoses for 1970.

In the holy temple of capitalism nothing to do with the next twelve months seems cut and dried. The seers who predict what will happen are giving their prophecies with the customary caution.

Often enough in the past at the beginning of a new year only a careful extrapolation of developments in the preceding months was necessary in order to put predictions of future trends on a firm footing.

This was particularly true in the past three new-years with the boom starting with the beginning of 1967. An optimistic soothsayer at this time was hardly likely to be proved wrong.

Since then the market index has risen by about eighty per cent; eleven per cent of this was achieved in the 1969 market year.

But now the limits of production capacity have been reached and there is little if any room for further expansion. The boom has lasted a long time and had its effect on the stock market, but with the stagnation of the one the other also seems to have no room for improvement.

Certainly there is unlikely to be a boom in share prices while uncertainty reigns on the economic front. For its is a well-known and obvious fact that the value of shares and fixed interest bearing stocks is dependent on the performances of industry and the State.

It seems that we will have to accustom ourselves to a long lean period. Neither on the home front nor on the horizon of foreign countries where the interest rates are astronomical does there seem to be any sign of easy-to-come-by money.

At the moment in this country the main concern seems to be keeping the boom in check as in the USA, which sets the pattern for the rest of the world, the major effort is carrying out anti-inflationary measures.

All this signifies pressure on the shares index. Just how long this phase of restriction in order to damp down the overheating of costs and prices will continue

1969 there was an increase in output per working hour of 5.5 per cent over the same period in 1968. But in September 1969 this figure was up by six per cent on September 1968. For the first six months of last year the increase over January-June 1968 was as high as seven per cent.

The report continues that the economic situation in this country at the end of the old year showed clear signs of the failings of currency and economic policies in the first half of 1969.

Since the autumn the economic picture had been dominated by rising costs and prices. Only in recent weeks had there been signs that the tension may be dying down. It would depend on future trends whether further economic measures were necessary.

This would only be decided when the report for the economic situation throughout the whole of 1969 was published at the end of this month.

(Frankfurter Rundschau, 30 December 1969)

is no longer decided in Bonn and Frankfurt (at the Bundesbank) alone, since the international currency situation now days is closely interlocked and one country cannot make a move without affecting another.

This situation is felt most strongly by the holders of securities paying a low rate of interest.

They are affected most by the slumping on of the economic brakes in many countries. Revaluation and the flood of currency from this country following it brought home the links between the capital markets of a world.

There would be little cause for surprise if in the first few weeks of 1970 interest brakes were applied more fully and the returns from fixed interest bonds shot even higher. Investors wish to get in on this act when prices are low and returns at their best will have to wait for the opportune moment.

Nobody on the stock market is prepared to consider the possibility of a sudden plunge in prices. The foundation of Federal Republic shares which are as ever bargains, and compare favourably on the international market with twelve or fourteenfold profits, seems quite sound.

## Bolstering factors

Several factors bolster up the stock market, such as the increase in capital wealth accumulation over a larger section of the public, the increasing importance of investment funds and encouragements to saving and taking of insurance policies.

It is from this direction that most of the imponderables come. There is little doubt that the pace of economic development will slow down in the next twelve months. This cannot come about without a resultant levelling out of the inflated profit margins we are at present experiencing.

The various prognoses of the expert committees, which differ greatly from one another, estimate that the increase in net income for 1970 for industrialists will be 7.5 per cent.

Those economic institutes which are even going so far as to predict economic stagnation are expressing the uncertainty that is felt about the future course of the stock market.

According to all reports things are expected to be livelier on the market for special stocks.

Some companies have already quit the race for the less certain stocks, namely Schultheiss, Zellwold, Wintershall and NSU. But several notable names have not quit.

There seems to be no stopping the merry-go-round of merger rumours, even in the face of the epitome of standard values, bank shares. And today many people are swearing by this as a hot tip. The normal investor in the meantime concerned with reaping some rewards and not wishing to lay himself wide open to unnecessary risks - does not consider the market at length.

Before he hears anything the boat has sailed and he has missed it. For him there remains the advice which is applied in grandfather's day and probably still does: buy during a period of economic weakness and sell during a boom.

Following this advice, however, is not as easy as it seems. It is a question of knowing to, as of being able to.

(Frankfurter Rundschau, 2 January 1970)

## ■ THE ECONOMY

## The work of the Berlin Economic Research Institute

Concern about the state of the economy is an activity which has a special bearing on the present day and above all the future. Relevant circles of people leave the consideration of this subject as far as possible to economic historians. Nevertheless at the Federal Republic Institute for Economic Research (DIW) in Berlin there is a certain amount of history. For in Berlin there are the greatest number of people in this country who have experience of the tradition of boom and recession.

The Institute was founded in 1925 by Ernst Wagemann as the Institute for Economic Research. Thus it qualifies as one of the oldest organisations of this kind in the world. Only in the United States of America was there an economic institute earlier than this date.

Wagemann, whose main profession was in the Reich statistics office, where he was the head, was not content with simply culling, processing and analysing figures, but also set about pinpointing their portent. Since he was not able to do this in his official capacity he passed on this task to the Institute he had founded.

Today the organisation's president in Dahlem, a suburb of Berlin, is Klaus Dieter Arndt, Parliamentary State Secretary at the Economic Affairs Ministry in Bonn.

It is understandable that a dual role such as this can give to speculation. At the Institute in Munich in the days of the Grand Coalition the same set-up was to be found and it was often heard that the Research Institutes "were servants of their masters."

Professor Rolf Kregel, one of the top men in the association of departmental heads at the Berlin Institute and responsible for the "Industry" department, rejects such comments most decidedly.

When speaking of the standard of advertising a speaker must endure questioning about the capacity in which he speaks, so that it is clear to the other person on the discussion what aspects of the theme are to be discussed.

It is a justified demand that advertising should and must have a standard. It is simply that the word standard can have different meanings depending upon the aspect from which it is being viewed.

If the word is to be understood in its intellectual sense the dictionary says it means "degree of height, stage or rank." It can also be interpreted from a different point of view as being "inner, spiritual rank and the like."

In considerations of the aspects from which standards of advertising can be discussed at least three direct and at least one indirect interested party is encountered.

The interested parties directly affected are the advertiser, advertising experts in their role as planners and formers of advertising as well as consumers at whom the advertising is aimed. The indirect interested parties are the critics of our society and civilisation who maybe appointed to their critical role or appoint themselves.

The fact that the interested parties mentioned above view advertising from differing even if not from completely contradictory aspects is understandable on account of their different bases of interest.

The industrialist who advertises must consider the standard of his advertising predominantly from the point of view of the increase it should bring to his turnover and profits. But he should not forget the

He said: "We are most concerned to uphold our right to criticise each and every Bonn government in the required way if we are of the opinion that it is making serious mistakes."

In order to make this point clear in black and white from an organisational point of view the set-up in Berlin has been changed. (The Berlin Institute, like those in Essen and Munich, is in law a registered company.)

An additional third clause has been added to paragraph six called known as the "Lex Arndt." It states: "As a member of the team the responsibility of the president for scientific leadership remains as long as the president is in an official or similar position in the central government or in one of the state assemblies." In fact this direct personal relationship between the DIW and official Bonn economic policy is mainly a problem that can be seen on the surface.

It goes without saying that the opinion expressed at the Berlin Institute that the people there consider themselves quite independent is likely to be scrutinised most carefully by the other institutes. Rightly it is considered in Berlin that an economic policy which corresponds with their own intentions cannot be contradicted simply because it is formulated by the government. And furthermore according to Rolf Kregel: "It is not true that we are always in complete agreement with the central government."

On one point, however, agreement is certainly complete, that is to say on the question of the use and employment of economic research. Whereas Ludwig Erhard was opposed to all kinds of "lies and statistics" the present head of the Bonn Economic Affairs Ministry makes good use of figures supplied by economic experts.

## What is meant by standard of advertising?

The author of this article, Ansgar von Nell, head of the HCF advertising agency in Hamburg must often deal with the theme "Standards in Advertising" in his capacity as chairman of the Federation of Advertising Advisers in this country.

aspect of public relations, that is to say giving as positive as possible a picture of his company and its activities.

In this sense the word positive means productive, progressive and reliable, not forgetting the aspect of being beneficial to the country and its people.

Advertising experts in the agencies, on the other hand, see the standard of advertising largely from the same point of view as their employers, the industrialists, but in addition to this they cannot and must not lower the criteria of their personal ambition which demands that they should make continuing efforts to carry out their duty of marketing and communication.

The aim of their efforts is to conceive a unique selling proposition and a form of offering this which hits home to the consumer who will buy the products.

The consumer, for his part, will most likely view standards of advertising from two conscious aspects as well as one subconscious one. Consciously he will note advertising which says something to him, the person at which it is aimed, but does not convince him and win him over. Consciously he will note advertising which is clever enough to attract his attention, but disturbs him since at the



Nevertheless the individual remains now as ever unpredictable, as the DIW readily agrees. But according to Professor Kregel a large number of individuals react en masse in a quite predictable manner.

In Berlin where the umbilical cord leading to the Allies has not been completely severed people are reminded in connection with this that the Americans have carried out a useful and worthy reconstruction aid plan in this sphere. For the US government was only prepared to plough Marshall Aid funds into the war damaged country on the condition that an institution was set up to control successful economic projects resulting from dollar gifts.

This was the start of an overall plan for evaluating economic performance which was accepted by people in Berlin with particular gratitude from the first days after the war.

In contrast to other institutes the DIW makes no secret of the fact that it exists for general, overall, economic purposes.

For ages there has been no secret that the aim is expansion and growth. The Berliners reject the accusation that they are indulging in an ideology of expansion.

Rolf Kregel said: "Certainly we could be accused of this if we, like others, neglected peripheral conditions."

It has been proved that economic worries are always at a low pitch when economic developments are aiming at an expansion programme.

Consequently the dangers and disturbances of inflation - considered as a long

term process of the diminishing value of money at a rate of about two or three per cent per annum - are judged differently by different people.

At first a considerable percentage in confirmed price rises is attributed to insufficient or inaccurate statistics. For it is almost impossible to put over the actual developments in prices in a nation's economy. Apart from this there are only a few people who are hit by inflation. For instance the ordinary worker is not greatly affected since his income is subject to a continuous process of adjustment to rising prices.

Savers do not have to pay if they use modern saving techniques. The only people who are seriously troubled by inflation belong to the not too numerous group with fixed incomes. According to the people at the Berlin Institute men in this group must be aided by a definite policy. But Rolf Kregel rejects the general claim that inflation inflicts heavy damages.

In comparison to other European economies that of the Federal Republic on the field of diminishing money values is an "also ran."

In this respect Kregel sees diverse possibilities for coming to a consensus of opinion. Either a country finding itself in the same situation as this country tries to produce an effect on other national economies in order to call a halt to its inflationary tendencies, or the cause of flexible currency exchange rates must be pleaded.

In Berlin the experts are not over enthusiastic about either of these alternatives. In the opinion of Rolf Kregel growth and stability in the Federal Republic can only be realised when European integration has been sacrificed.

A social and economic process is under way above all in Italy and France which determines rates of depreciation of money values in these countries.

If the Federal Republic is united in an economic community with these countries it has not the right to pass moral

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the only thing the consumer talks about is what a good purchase he has made. The advertising which helped him to make this purchase does not come into consideration, far less its standards.

Conditions are different, of course, on mass markets since their potential is relatively lacking in elasticity, and subject to the keenest competition from just a few suppliers but those which have the greatest capital strength. Here advertising reflects the cramping keenness of the competition and this really is detrimental to its standards whatever is being considered.

At this juncture the criticism of those intellectuals who feel themselves to be responsible for the manifestations of our society and civilisation come into play. Although this criticism may in a way be flushing away the baby with the bath water it can have some value in regulating some of the more blatant advertising perversities, if it bases its judgment on the basic function of advertising in the market economy, that is to say calling for the greatest possible demand for the products on offer.

In this respect the standards are set by the sociological and economic structure of the group of people at whom the advertising is aimed. The preparedness of various social strata to raise themselves to the next stratum above them should not be ignored in consideration of advertising concepts.

When people are evaluating the standards of an advertising campaign they must distinguish features of the group of advertising "recipients." Otherwise they will go off the rails.

(Industriekurier, 30 December 1969)



## ■ TECHNOLOGY

## A second spring for nuclear research in the European Atomic Energy Community

For years the European nuclear research centres in Ispra, Italy, Mol, Belgium, Petten, Holland, and Karlsruhe have not known whether or not their work was going to founder on the lack of European cooperation. Now that Western European Ministers of Scientific Research have reached agreement on financing, the future of their work seems secure.

The dark clouds that seemed to be gathering over Euratom, the European Atomic Energy Community, have receded. The faces of the 1,400 research scientists and technicians and thirty or so other staff at Euratom's Ispra research centre on Lago Maggiore, Italy, are brighter.

Only a matter of months ago there was talk of sackings, strikes and the end of Euratom. Now that the Scientific Research Ministers of the Six have reached agreement on the continued existence of the organisation, hopes have revived.

The 300-strong research staff of the

department of transuranic elements at Karlsruhe nuclear research centre, a department that is directly subordinate to Euratom, look forward to a carefree New Year.

So do their fellow-researchers at Mol, Belgium, and Petten, Holland, where the remainder of the 2,400 scientists and technicians employed by Euratom work.

Mind you, a number of changes can be expected, particularly at Ispra. Experts in the six countries concerned will have realised that things cannot go on as they have been doing.

At the inception of this European nuclear pilot scheme France was worried that West Germany might take on Eastern or transatlantic commitments in the peaceful exploitation of atomic energy unless its research capacity was firmly anchored in and committed to a common nuclear market at the appropriate juncture.

The stage was set for Euratom. The concept soon proved not to have lived up to expectations. France was to try to impose its own concept on joint research. This was a mistake from which Euratom and with it Ispra suffered.

There is a simple explanation for the erroneous concept: natural uranium and heavy water on the one hand and enriched uranium and normal water on the other. Even now there are basically only two types of power reactor.

The one uses natural uranium 238 as fuel. Natural uranium contains only 0.7 per cent fissile uranium 235 and calls for heavy water to slow down the flow of neutrons that trigger off fission.

The other type of reactor does not need heavy water. Normal water, termed light water, can be used as a moderator,

but as fuel the reactor must have uranium enriched to contain several per cent of the fissile uranium 235 isotope.

France had its own sources of natural uranium but enriched uranium had to be supplied by the United States, where it was produced with the aid of gas diffusion separators.

Small wonder, then, that France chose to be independent of America's monopoly position with regard to supplies of enriched uranium and concentrated on developing heavy-water reactors that used the natural product as fuel.

Heavy water and France's determination to maintain maximum independence of the United States and the products of American isotope separators soon proved to be a heavy burden not only on Euratom but also on the French reactor industry.

Light-water moderated, enriched uranium fuelled power reactors turned out to be a far more economic proposition than the natural uranium fuelled variety.

The more stubbornly France and Brussels stood by the original concept, the more national and industrial interests among the rest of the community, at first held in check with some difficulty, came to the fore. It became increasingly clear that something was wrong with the entire concept of Euratom research.

What kind of work was supposed to be carried out in the research centres? Pure basic research or the development of functional reactors to the point where a marketable prototype emerged?

Euratom progressed to an intermediate sphere characterised by a variety of conflicting interests. Duplication, overlapping, petty rivalries and miscalculated planning were bound to result.

The French reactor industry, to which Euratom was largely geared, fell behind. Natural uranium reactors were not a success and there had been no further development of the types fuelled by enriched uranium as had been the case in

West Germany. Besides, the industry remained dependent on supplies of enriched fuel from America.

So far only one reactor has crossed frontiers within the planned common nuclear energy market. One result has been that while only two types of reactor are called for and built in the United States, three are built in Europe for a market that at present is only one tenth the size.

There are four manufacturers on the American market but a dozen within the European Common Market area and many of them duplicate work on, eg, fast breeder reactors. Competition can be beneficial; it can also be costly and wasteful. The problem should be reappraised in the light of a reformed Euratom concept.

The most important task facing Euratom is unquestionably the planning of common uranium separation plant. The capital outlay of 10,000 to 12,000 million Marks is more than any one European country could afford.

The question already arises as to whether and how long America will be able and willing to supply Europe with enriched fuel. One of these days a privately-owned isotope separation firm is bound to wonder whether it can afford to continue to supply Europe with fuel and so boost the economic potential of the Old World.

On one point there can be no doubt. In the foreseeable future increasingly serious attempts will be made to link the reactor and fuel businesses.

European isotope separation on a joint basis will present certain difficulties none the less. One is the terms of the non-proliferation treaty; another the fact that Britain is involved in existing plans for gas centrifuge separator to be built in Holland.

This problem would not arise if the Common Market were to be enlarged and whatever happens a second European plant would be based on the conventional dialysis process.

(DIE WELT, 19 December 1969)

## ■ AVIATION

## Jumbo jets and passenger handling

Jumbo jets are now with us. Handling several hundred passengers at the same time will not present insuperable difficulties as long as only a limited number of these giants of the air are used on regular services. Connections between airports and the cities within their catchment areas are another matter altogether.

A stream of passengers heads out of the arrival hall. A jumbo jet has just landed with a few hundred more. It is rush hour at the airport. Even so, the masses have dispersed within a matter of minutes.

Many collect their cars from nearby parking lots and drive into the city centre along broad expressways. Most head for the green sign with a white S, go down the escalators and into the waiting suburban express, which has them in the city centre inside a few minutes.

For the time being this is wishful thinking on the part of harassed air travellers but at least two cities in this country are working on combined transport facilities of this kind.

West Berlin's Tegel airport is to be directly linked with the city's underground railway network and in Frankfurt an express rail link is to be built between the western reception centre of Rhine-Main airport and the centres of nearby cities.

Elsewhere, though, passengers will continue to have to make do with complicated access routes to the airport. Like private cars, airport buses are often not the ideal means of transport, especially when time presses and there is a traffic jam. Yet they, and in a few towns underground and tram lines, will have to cope with swarms of jumbo jet passengers.

The problem is worldwide. London's Heathrow airport, for instance, is virtually equipped for handling and servicing jumbos but the planners are less happy at the prospect of thousands of passengers travelling between the airport and the city centre along roads that are good but often inadequate.

In New York, Paris and Chicago this is a problem that is already causing alarm — and the first jumbo has yet to taxi down the airport runways.

Most major international airports will continue to rely mainly on access by private car. The New York experiment of

having buses travel part of the way by rail, keeping them off busy roads, has not proved a success.

Helicopter services between city centre and airport are all well and good but they are in no position to cope with mass traffic.

Plans to link airports and city centres by means of express railways generally come to naught because the land for railway track is just not available.

At Cologne-Bonn airport, where a new passenger terminal is to open this spring, there are for the time being no plans for a rail link. Extensive parking facilities and express roads will, it is hoped, suffice.

The expected heavy increase in passenger traffic will not necessitate a rail link until the late seventies but the new terminal has been built with room for a railway station to be incorporated when the need arises.

Traffic experts have, however, produced figures indicating that a rail link with regular half-hourly services is not worthwhile until the volume of passenger traffic has reached seven to ten million people a year.

A number of airports abroad fill the bill but in this country only Frankfurt, with a little over seven million passengers in 1968, comes up to scratch.

Yet Frankfurt's plans to build a rail link to the Frankfurt-Mainz main line will have been determined less by this magic figure than by past experiences.

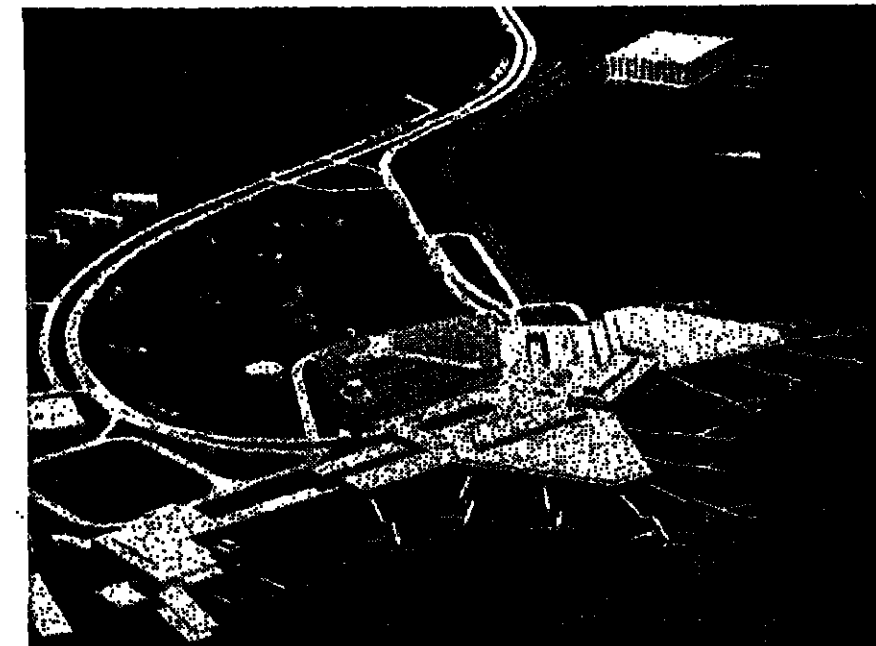
The autobahn is frequently congested, particularly in the morning and afternoon and during holiday periods. Passengers are often held up in traffic jams and miss their flights.

Plans for a suburban railway network in the Frankfurt region made it easier for the railways and the airport authority to decide in favour of investing nearly 100 million Marks in the rail link and the airport station. This is, after all, a fair slice of the 1,200 million Marks the new Western terminal will cost.

Regular services are to commence in winter 1972/73, a year after the completion of the new terminal. Frankfurt central station will then be only nine minutes away.

Harassed American airport managers are already showing a keen interest in the project, which could prove to be the forerunner of similar links all over the world. The first American visitors have already announced their intention of coming to see for themselves.

(DIE WELT, 30 December 1969)



Model of the new Hanover-Langenhagen airport that is due to be completed in 1973 (Photo: Flughafen Hannover)

## High costs to keep runways snow and ice free

Regardless how severe winter weather may be, Frankfurt airport will have at least one of the two main runways clear. The airport has 160 men on its books, working in three shifts, whose job it is to ensure that the runways are free from snow and slush. In daytime up to 120 men can be mobilised.

The runway area is 350 acres in size, the equivalent of 75 miles of autobahn. In the winter of 1968/69 winter runway maintenance cost roughly 660,000 Marks.

The runway patrol is in continuous contact with Rhine-Main meteorological office. As soon as snow or ice threaten, the airport fire brigade is notified. The brigade rings up the foreman, who rings up their gangs and within an hour, even presuming it is the dead of night, and there is black ice on the roads, the men are at the airport.

International agreements stipulate that runways must be cleared the moment there is one inch of snow or half an inch of slush on the ground.

Vehicles and equipment worth three million Marks are at the ready. They include eight snow ploughs that use a jet of air to clear the ground in front of them and cost roughly 200,000 Marks each.

In up to two inches of snow the swiftly rotating brushes sweep the snow or slush to one side and what is left is blasted out of the way by high-pressure air jets.

These vehicles drive in convoy, clearing a thirty-metre strip of runway. In one trip up and down they can clear a two-and-a-half-mile runway in an hour to an hour and a half.

If there is more than two inches of snow on the ground snow ploughs clear the way for the convoy. The airport owns twelve large snow ploughs, each of which is mounted on heavy lorries with 200 horse-power-plus engines.

The snow is piled up and driven away on lorries. Four specially-designed machines capable of loading a lorry once every two minutes load the snow on to a shuttle service of twenty to 25 lorries.

If the snow were not cleared away from the edge of the runway the wing tips of large aircraft might plough into the mounds.

Black ice is cleared mainly by spreading fine, washed and dried sand. Sand is used because salt might corrode the airframes. Last winter nearly 4,000 tons of sand were spread. In the first two weeks of this December a further 1,000 tons were used.

Sand has to be spread often because it is dispersed every time an aircraft lands or takes off. For more than two years the airport authority has accordingly also resorted to an alcohol-based spray. Last winter 16,000 gallons of it were used.

The alcohol spray has proved very good with thin layers of ice but when there is more than a tenth of an inch of ice artificial urea, used in agriculture as a fertiliser, has since winter 1968/69 been used on an experimental basis.

Urea thaws thicker layers of ice and prevents a new layer of ice from forming for an average six hours after spraying.

In order to check the success of snow clearance measures the airport possesses the latest in braking measurement devices, a skidometer that records friction in diagram form at a speed of forty miles an hour.

Snow clearance on the remainder of the airport grounds is managed by a team of about forty men using an array of smaller machines.

(Frankfurter Rundschau, 19 December 1969)

## New airport for Baden-Baden and Karlsruhe

Near Baden-Baden an airport to be called either Baden-Baden/Karlsruhe or vice-versa is to be built at some time in the foreseeable future. Preliminary talks are said already to have reached a successful conclusion.

It is to be a medium-size airport designed to meet the requirements of the Upper Rhine area on domestic and short-haul routes to France and Switzerland. It will, however, be large enough to warrant the installation of the latest in safety and servicing devices.

Walther Wädele, prospective Social Democratic Chief Burgomaster of Karlsruhe, intends to accelerate the project should he be elected this summer.

Both Karlsruhe and Baden-Baden would benefit. Baden-Baden's reputation as an international spa would be boosted and the Karlsruhe economic region has for years felt the lack of direct air connections and domestic and international routes.

(Frankfurter Rundschau, 31 December 1969)

## Fusion reactors like giant zeppelin hangars

Plasma has already been generated by researchers for millionths of a second at a temperature of sixty million degrees centigrade. If the threads of plasma could only be kept stable for hundredths of a second nuclear fusion could be practicable and the world would enter a new era.

Plant housing nuclear fusion machinery or fusion reactors of the future will resemble gigantic zeppelin hangars. One of these days they might exist at Garching, near Munich, this country's Akademgorod.

At present the headquarters of the Max Planck Institute for plasma physics, the small scientists' town boasts a respectable number of snow-covered research buildings. The Garching institute employs 1,000 staff, 200 of whom are highly qualified research scientists.

Will they succeed in bringing about controlled nuclear fusion under laboratory conditions? Will the fusion reactor become a practical possibility? The prospects are fascinating.

Nuclear fusion of hydrogen and other lightweight elements would release up to ten times the energy resulting from fission of heavy elements. Dangerous waste is not produced in the process.

Nuclear fusion of heavy hydrogen, an isotope of the common or garden gas, would end fuel supply difficulties once and for all. Inmeasurable quantities of hydrogen are to be found in water. A bathtub of water contains a teaspoonful

of heavy water, a compound of deuterium.

Nuclear fusion is a target on which hectic research work is in progress in laboratories all over the world because known reserves of uranium will be exhausted by 1990.

The Garching boffins have named their stellarator, or nuclear fusion device, Wendelstein. Located in the gigantic institute of plasma physics, Wendelstein is being used to carry out experiments designed to generate the temperatures of fifteen million degrees, centigrade and more at which fusion of hydrogen nuclei (the deuterium-tritium reaction) occurs in a high-pressure plasma cloud as it does at the heart of the Sun.

The technical difficulties of a fusion reactor can be outlined as follows. Deuterium plasma must be generated at a temperature of 100 million degrees and a density of one hundredth of a trillion and maintained in this condition for a few hundredths of a second.

In modern physics plasma is generally referred to as the fourth state of matter. It is a gas that has decayed into positive and negative ions as a result of ionisation with the result that electric charges cancel one another out.

The Sun consists of hot plasma in which radiation energy is generated by nuclear fusion. The aim is to reproduce this process on Earth in a nuclear power station. Research scientists hope not only to heat plasma but also to keep it at high density for longer periods.

At present 115 major plasma devices based on sixteen different magnetic arrangements exist. Many physicists feel that no more than six of them stand much chance of being developed into a maximum-efficiency device.

Over the past two decades Soviet scientists have pioneered plasma containment. Names such as those of Kurchatov and Arsimovich come to mind. The Soviet Tokamak device is the result of their work.

Then, in 1951, the pinch effect was discovered in the United States and a more up-to-date design emerged.

Plasma is heated to a high temperature in a tube by means of an arc of light. Then a powerful magnetic field is brought to bear on the tube and the plasma is compressed into a thin thread. This thread does not remain stable, though.

At Garching Dr M. Kaufmann is engaged on research into the Theta Pinch, an improved version of this device. Disregarding containment the aim is for the time being to generate temperatures of over 100 million degrees. Kaufmann is convinced that he will in this way be able to generate the temperatures needed for fusion reactor.

Yet Wendelstein remains the main attraction at Garching. It has been reconstructed time and time again and promises to achieve temperature and containment simultaneously.

"The Russians are our colleagues though I suppose competitors if the best better word," Professor Amulf Schlichter, director of the institute, ventured to say in reply to one of many questions.

Garching already has some idea of the technology of the fusion reactors of the future. A fusion power station will have capacity of five or ten thousand megawatts — as much as ten or twenty of today's large power stations.

This is the conclusion that has been reached with the aid of the largest present computer in Western Europe — another of the facilities to be found at Garching.

The prospects of the work in progress at Garching are so overwhelming that it is easy to forget a further comment made by Professor Schlichter. "To this day," he noted, "we cannot be sure whether or not clear fusion will prove possible or not or whether we might eventually generate less energy than is put into the device."

Most of Garching's plasma physicists are a good deal more optimistic.

(Frankfurter Rundschau, 23 December 1969)

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## ■ TOURISM

## Freiburg - the warmest city in the country

Where is that beautiful theatre which I always found so pleasing? I mean that stately building which could house over one thousand people. I have been here several times but for the first time I have to make my own way through Freiburg. I had better ask these two people coming along the street laughing merrily.

"The theatre? Well it's right here under your nose - but misty today isn't it? Not so easy to see it."

The couple I was speaking to are young French students very pleased to be taken for locals. The two of them point the way to a little pub in which I can eat "quick and cheap".

It is a pity that they have something else in mind. But the landlord at the pub tells me a whole story about his regular clientele, the students, and their problems. In a city of 163,000 people, of which, 12,000 are students, and seven per cent of them come from abroad, the whole city lives for them and from them. This is all the more true since it has applied for more than 500 years. Freiburg University celebrated its 500th anniversary in 1975. The old university building, erected in 1725, is still standing.

There is over an hour until the theatre begins. There is still time for a quick visit to Freiburg Minister. Although this building of immense size stretching heavenwards has lost none of the beauty of its breath-taking architecture during four centuries, the "Kaufhaus" store on the same square is still able to attract some attention to itself. It is in warm red stone which is very eye-catching and has a decorative Renaissance facade.

But then I am drawn as if by magic by the illuminated Minister rising up out of the dark. Is it the spirit which has attended this House of God for centuries or is it simply the perfection of its architecture? It is like a prayer made of stone. Inside in the dim light of the central nave the stone wonder comes to life in a completely new way. A few Advent candles flicker in a ghostly way in front of the altar giving an unsteady light.

Hans Baldung Grien's famous picture is fascinating even with the swimming contours this light gives it. A man of the cloth is holding an Advent service for a number of the faithful. An organ plays gently a few bars, a few thin voices sing.

I steal round the Minister softly so as not to disturb them. In this uncertain light the statues seem to be living. Details of the architecture stand out unexpectedly, the sculpted saint over there seems to be turning his ear to the sounds of the organ, which echo and re-echo in the gigantic fabric.

The next morning the sun beats down and the world is beautiful. I climb up through the park to the Schlossberg, while those who like to take things easier take the same route by the funicular, 250 feet above the city. I enjoy the famous view over the hustle and bustle of the roofs in the old city which survive the holocaust of 1944 and the new buildings replacing those that did not. Amid this rises the Minister. On the slopes are the vines which look so beautiful in summer but now resemble a tangle of wires. Behind them is the Kaiserstuhl and then the blue cupolas of the Voges.

The city of Freiburg stretches out its arms to the hills around. In the villages which are in no way ostentatious many prominent people dwell.

This view shows why one of the oldest settlements formed here on the cross-



A view of Freiburg and the Minster  
(Photo: Ad. Müller/Städt. Verkehrsmuseum Freiburg)

roads of the north-south and west-east trade routes.

In 1970 the city will celebrate the 850th anniversary of the granting of its charter. It was founded in 1120 by the dukes of Zähringen. For almost half of this time, almost four centuries, the city was under Austrian dominance from 1368 to 1798 with gaps. Are there still any signs of this? For instance in the way of life?

Every traveller must find that out for himself.

Freiburg is a place where drink-connoteurs can threaten their palates. It is situated in the midst of the best vine areas, the Markgräfler and the Kaiserstuhl. In such an area who would not want to be a connoisseur?

The fact that the eating here is good as well could be to do with the proximity of France and Switzerland although Freiburg has some intrinsic culinary merits of its own.

The city has seen steady growth. It first leaped above the 100,000 population level in 1933. This figure was reached again in 1950 after the 1944 bombing. Needless to say the city makes good use of its location at the point of juncture of

three countries with the warmest climate in the Federal Republic.

Added to this it is close to the Black Forest scenery and not far from thermal baths in the area towards the Rhine. In fact Freiburg itself will probably count as a spa when the recently discovered thermal spring commences operation.

It already has a famous sanatorium for 120 people and where else can one be at the top of a mountain nearly 4,000 feet high with a view over a city which is only 45 minutes away. The city is built on levels over 3,000 feet in difference above sea level with the lowest point being only 650 above sea level. No wonder that skiing has become a popular sport as nowhere else.

No wonder that Freiburg's 2,500 hotel and boarding house beds are occupied winter and summer. In 1968 there were almost 423,000 overnight stays of which about a quarter were foreigners, mostly French, followed by Americans, Swiss and British.

Freiburg boasts the oldest inn in this country, thought to be 650 years old, namely the Bear near the Schwabentor. (CHRIST UND WELT, 19 December 1969)

## Heilbronn achieves big city status

developed into an industrial centre with 25,000 workers.

They earn their bread in Heilbronn's two car factories, numerous machine tool manufacturers' and electronics industry, all of which make this town on the Neckar a greater contributor to the economy than, for example, Heidelberg or Freiburg.

The town is built on the most extensive salt beds in the south of the Federal Republic. This provides one and a half million Marks towards the town's economy every year.

Mayor of Heilbronn, Hans Hoffmann said: "Hard winters are useful for us, since they are beneficial to the salt industry."

Heilbronn has what most cities in Baden-Württemberg only dream of. It is not only on a waterway and easily attainable by rail, but will in the near future be served by no less than three autobahns.

The routes Würzburg-Stuttgart and Mannheim-Nuremberg meet at the Heilbronn junction. Later on the Odenwald autobahn will be added.

By southern Federal Republic standards Heilbronn has a massive rural hinterland, the so-called Swabian Lowland and the Frankish Hohenlohe. The prevailing pessimism of other Baden-Württemberg areas is missing here.

## NEWS IN BRIEF

## Awarded

Walter Scheel has been elected Man of the Year, awarded annually by the Federal Republic Television since 1964.

The presentation will be made to Federal Republic Foreign Minister January this year.

Previous holders of the title include Erich Mende, Hans-Joachim Kulenkamp, Willi Daume, Chancellor Willy Brandt, Professor Bernhard Grzimek.

(DIE WELT, 24 December 1969)

## Expedition

The Munich doctor and mountain expedition to the Himalayas which will depart in April this year from Munich to climb the 26,660 feet Nanga Parbat.

Herrligkoffler and his team will attempt to scale the mountain on the Diamir face, the highest steep climb in the world. Two attempts to conquer the mountain by this route in recent years have ended in failure.

The team will be made up of 14 men and one woman.

(Frankfurter Allgemeine Zeitung für Deutschland, 24 December 1969)

## Mistake

Passengers waiting for a train on platform three at Ravensburg station were astonished when an unscheduled primus car drove along the tracks.

According to the police Farmer G. fried, a 26-year-old man from a neighbouring village, had missed his turning and mistaken the Bundesbahn railway line for the highway.

When he realised his mistake he said himself: "The railways advertise 'Travel safe', so why not!"

But the police did not agree. The car was confiscated. The car was towed away, but not before several passengers had been diverted.

(Frankfurter Rundschau, 21 December 1969)

## SPORT

## Sports programmes devised for schools

ball and are ashamed when they are caught with it.

Völkerball calls for the exact opposite of what is needed for most ball games. The ball is lobbed instead of aimed, caught against the body instead of in the air, is thrown so it cannot be caught rather than aimed at shoulder height, players must avoid possession of the ball like the plague and many other anomalies. And there are any number of similarly pointless ways of passing time in the school gymnasium.

A gym period stands or falls with the games master or mistress. Physical education ought to be enjoyable, varied and lively, an effort but not a strain, loosen up and bring relaxation, promote and train dexterity, speed of reaction and harmony of movement and, last but not least, improve performance. Nor must it be forgotten that good physical training can cure bad deportment and other physical shortcomings.

The few hours a week a schoolchild spends on school sport are vital for its health and must offset a great many more hours spent sitting down.

Doctors have demanded an hour's sport every day for years but until the demand is met the few gym periods there are must be put to best use. No teacher needs to prepare so well for lessons more thoroughly than a games master.

What, then, can be done to give physical education real meaning and to exercise a certain amount of control over what is done and what progress has been made?

There is no PE curriculum and very few schools take a final exam in sport. There is not even the possibility of checking what the games master has to say in the end-of-term report.

Now, the increasing amount of knowledge to be conveyed ought not to lead to restrictions on gymnastics classes; it should lead to their intensification. A number of scientific experiments have proved that performances in exam sub-jects are better after a reasonable gymnastics lesson. An hour's sport a day would make a number of other lessons unnecessary without standards falling - always providing the gymnastics is sensible.

The aim of a gym lesson cannot be to tire people out any more than it is to train top-flight athletes. If a master can only earn respect and maintain discipline and order by means of harsh training the only justifiable conclusion is that he should be transferred. There is no call for restrictions or a ban on school sport. Since when has a subject been dropped because the teacher is not up to scratch?

The same goes for the third point. A good teacher will not devote his time to the good pupils only; he will make a point of spurring on and encouraging the weaker members of the class.

He has to take the various interests of his pupils into account and provide a change. Boredom is the death of a gym lesson.

The writer is of the opinion that sport is so varied and comprehensive that there need not be a single case of repetition in the ten years of schooling. If only care is taken something new can and must be shown and practised every time.

It is certainly not enough to play the same Völkerball for an entire period. This popular German gym game only seriously occupies a few people; the remainder are doing their best to avoid possession of the

countryman thus: "They are realists and not given over to dreaming, but they lack enough imagination to avoid being considered introspective."

(DIE WELT, 18 December 1969)



## In the flush of achievement

Nineteen-year-old Rudolf Mang wrote a chapter in the history of weightlifting in his home village of Bellenberg, Allgäu, on 3 January. Still a junior, his total of 1,264 lb in the press, snatch and jerk brought him dangerously close to the 600-kg (1,320 lb) mark approached so far only by Olympic gold medalist Leonid Shabotinski of the Soviet Union with 1,298 lb. Mang considerably improved on his four junior world records, setting up all-German records at the same time. The weights he lifted in the three disciplines were 441, 363 and 463 lb, as against a previous best of 1,188 (407/341/440) lb. In the first heavyweight class his brother Xaver lifted 1,023 (330/308/385) lb.

(Photo: dpa)

Often enough good club athletes are to be found in a single class and the others' gradings are based on their outstanding performances. Is this fair? Someone who is not a member of a sports club will never reach the level of someone who is.

Should not progress towards some class target be the basis of assessment, taking due account of effort and physical fitness? This, of course, presupposes the existence of a curriculum, and the idea of a PE curriculum is rejected in order to allow teachers maximum freedom.

It is the writer's view that even with a curriculum they have freedom enough. A curriculum, though, would provide head-

masters who lack specialist knowledge with the opportunity of checking the teacher's ability, which may well be more important than checks of the pupils' showing.

The main problem of school gym teaching today is to be found in the quality of the teacher rather than in the time and facilities available.

Good physical education does, it is true, make greater demands on the teacher in the way of teaching ability and physical effort than teaching most other subjects does. It is harder to maintain discipline in a class that is on the move than in a seated group, yet it is more important because the risk of accidents is greater.

In intellectual work the games master who is worth his salt will be every bit the match of other members of staff. If, on the other hand, no attention is paid to bad deportment and individual ailments, no attempt made to deal out individual treatment and no effort taken to have something new in reserve, physical training can be a busman's holiday.

This only goes to show how much freedom a gym master has and how little a curriculum would do harm. In every respect it would benefit both him and his pupils. If the state is not to introduce a generally valid sports curriculum it can only be suggested that schools draw up their own. (STUTTGARTER ZEITUNG, 29 December 1969)

School sports day - and the young runners line up!

(Photo: Nordbild)

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DA 0.50	Congo (Kinshasa) Makuta 7.00	Gabon G. 10.00	Ireland I. 10.00	Mali M. 1.50	Philippines P. 10.00	Tanzania T. 1.50	EAS 0.25
Sec 1.00	Costa Rica C. 0.85	Gambia G. 10.00	Israel I. 10.00	Morocco DM 0.50	Portugal P. 10.00	Thailand T. 1.50	B 3.00
8 m 15.00	Cuba C. 0.85	Germany G. 10.00	Ivory Coast I. 10.00	Mozambique M. 1.50	Rhodesia R. 10.00	Trinidad and Tobago T. 1.50	PW 0.20
10.00	Cyprus C. 0.85	Greece G. 10.00	Japan J. 10.00	Nepal N. 1.50	Romania R. 10.00	Togo T. 1.50	P.C.F.A. 30.00
15.00	Czechoslovakia C. 0.85	Guatemala G. 10.00	Jordan J. 10.00	Netherlands Antilles N. 1.50	Saudi Arabia S. 1.50	Turkey T. 1.50	T 1.25
15.00	Dahomey D. 0.85	Haiti H. 10.00	Kenya K. 10.00	Netherlands N. 1.50	Senegal S. 1.50	Tunisia T. 1.50	ES M
15.00	Dominican Rep. D. 0.85	Honduras H. 10.00	Kuwait K. 10.00	Nicaragua N. 1.50	Sierra Leone S. 1.50	Uganda U. 1.50	EAS 0.25
15.00	Ecuador E. 0.85	Honduras (Br.) H. 10.00	Laos L. 10.00	Niger N. 1.50	South Africa S. 1.50	Uganda U. 1.50	PT 5.00
15.00	El Salvador E. 0.85	Honduras (H.) H. 10.00	Lebanon L. 10.00	Nigeria N. 1.50	Swaziland S. 1.50	Uruguay U. 1.50	P 2.00
15.00	Ethiopia E. 0.85	Hong Kong H. 10.00	Liberia L. 10.00	Norway N. 1.50	Switzerland S. 1.50	USA U. 1.50	S 0.20
15.00	Finland F. 0.85	Hungary H. 10.00	Libya L. 10.00	Pakistan P. 1.50	Taiwan T. 1.50	Venezuela V. 1.50	Rbl. 0.10
15.00	France F. 0.85	Iceland I. 10.00	Luxembourg L. 10.00	Panama P. 1.50	USSR U. 1.50	Yugoslavia Y. 1.50	Din. 1.00
15.00	Germany G. 0.85	India I. 10.00	Madagascar M. 10.00		Spain S. 1.50	Zambia Z. 1.50	11 d